

On the Integration of Ideological and Political Education and Red Culture for College Students in the New Era

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Abstract: With the deepening of reform and opening-up, China has entered an era in which many cultural thoughts are intertwined. The influx and infiltration of multiculturalism not only enriches the social culture of China, but also makes the values of China people tend to be diversified, which impacts the dominant values of society and affects the choice and establishment of correct values of undergraduate. As the precious cultural heritage and spiritual wealth of China people, red culture undoubtedly provides new ideas and ways for the development and perfection of ideological and political education(IPE) for undergraduate. Therefore, it is necessary to actively explore the path of combining red culture with IPE of undergraduate. Based on the educational objectives of IPE in contemporary business schools, taking into account the development needs of undergraduate, fully and effectively applying the educational function of red culture to IPE in business schools can greatly enrich the educational content of IPE after leaving school, promote the innovation of IPE methods in business schools, and enhance the educational effect of IPE in high schools. Therefore, the article first discusses and analyzes the importance and role of integrating the red culture into the IPE of undergraduate, then analyzes the key points to achieve the organic integration between the two, and finally proposes targeted teaching strategies, hoping to contribute to the high-level completion of the IPE of undergraduate in China.

1. Introduction

In today's era, culture has increasingly become the focus of people's attention. What kind of culture to build and develop determines the future and future of a country and a nation. Our Party has always attached great importance to the use of culture to lead the way forward and to gather the strength of struggle. Cultural work has played an important role in all historical periods of revolution, construction and reform[1]. The 15th National Congress of the Communist Party of China(CPC) clearly pointed out that building a socialist culture with Chinese characteristics is not only an important force to unite and inspire the people of all ethnic groups in the country, but also an important indicator to measure the comprehensive national strength of the country. Red culture is an advanced culture created by the people of the whole country under the leadership of the CPC in the process of revolution, construction and reform. It inherits and develops the traditional Chinese culture with Marxism as the core. Red culture has political, scientific, people oriented and national characteristics[2]. From the form of red culture, red culture includes three aspects: material, spirit and system. Red culture is rich in humanistic quality and spiritual connotation, which provides the development direction and goal for ideological construction in colleges and universities and the spiritual guide for the development direction of IPE in colleges and universities. How the ideological and political quality of undergraduate is directly related to the success or failure of the construction of a socialist cultural power in China[3].

With the deepening of China's reform and opening up, "bringing in and going out", the rapid development of economy and the continuous progress of science and technology, China has entered an era of multiple cultural trends from all countries. The influx and infiltration of various cultural trends have enriched the social culture, but also led to the diversification of values, impacting the

leading values of society, affecting the ideological and political development of undergraduate, leading to the emergence of bad emotions and deviation in value orientation of undergraduate. Subsequently, IPE in business schools also faces great challenges[4]. Some undergraduate pay too much attention to material interests and enjoyment, gradually forget the fine traditions of the Chinese nation, and lack enough attention to the spiritual level, which greatly affects the effect of IPE[5]. Cultural spirit is the most internal and core aspect of contemporary undergraduate IPE. As a part of advanced culture, red culture can be used to educate, guide, standardize, motivate and infect undergraduate, and become a new and effective way to improve the effectiveness of undergraduate IPE in the new era[6]. Therefore, it is of great theoretical and practical significance to analyze the value of red culture and the role of red culture in IPE of undergraduate, find out the problems and analyze the reasons in combination with the current situation, and then propose the path of combining red culture with IPE of undergraduate[7].

Based on this, this paper perfects the existing research, expounds the relationship between red culture, red resources and red genes, and probes into the present situation and the causes of the problems in the integration of red culture into undergraduate IPE. At the same time, it also puts forward ways to promote the integration of red culture into undergraduate IPE from the personal level, which is of great theoretical significance for perfecting the existing research system and providing theoretical reference for the subsequent integration of red culture into undergraduate IPE more efficiently.

2. An Overview of the Integration of Red Culture into College Students' Ideological and Political Education

2.1 The Connotation and Basic Forms of Red Culture

Red culture came into being during the revolutionary war. After the supplement and development of the socialist construction period, especially since the reform and opening up, the red culture has been given new connotation and produced new content[8]. The red culture conforms to the needs of the development of the times, has been tempered in the revolutionary struggle, and has been developed in the process of history. It has the characteristics of political, scientific, people-oriented and national, and contains unique intrinsic value. The red system culture is a new system generated by the CPC in the process of development and practice based on Marxist theory, which has laid a good foundation for the formation of the socialist cultural system[9]. The red system has different ways of expression, such as the Party's leadership system, the Red Resources Protection Law, the Jinggangshan Land Law and a series of other contents. These constitute a part of our spiritual life and cultural life[10].

As an important cultural phenomenon, "red culture" has important value and unique charm. This makes us ask what kind of culture red culture is and how to define it. However, the academic circles have not reached a unified expression of the red culture so far, but most scholars have closely linked the red culture with the revolutions in the CPC and China, and all think that it is a positive and progressive culture, an inheritance and development of the traditional culture in China, and an advanced culture integrated with Marxism. In the period of the new-democratic revolution, when faced with imperialist oppression and brutal aggression, the CPC insisted on uniting all forces that could be United, United with all the middle classes such as peasants, workers and petty bourgeoisie, established a revolutionary United front led by the proletariat and united with workers and peasants, and United as one to jointly resist the exploitation and oppression of imperialism and feudalism. In the period of socialist revolution and construction, in order to realize the three socialist transformations of agriculture, handicrafts and capitalist industry and commerce, the CPC led the broad masses of the people, organized the scattered individual economy, United and cooperated with each other, carried out mutual assistance and cooperation movements, and took the road of collectivized socialist agricultural construction; The individual handicraft industry based on private ownership will be transformed into a socialist collective ownership handicraft industry through three cooperative roads: cooperative groups, supply and marketing cooperatives and production

cooperatives.

Give full play to the IPE resources contained in the red culture, and endow it with new era content, so as to subtly infect and influence people. Taking the red culture as the carrier will make the IPE more vivid, more attractive and easier to be accepted by undergraduate; At the same time, the IPE of undergraduate can better play the role of “moistening things silently”, “turning the wind into rain and dropping into the earth”, so that undergraduate are influenced by its content unconsciously, thus enhancing the attraction and penetration of the IPE of undergraduate, and giving full play to its maximum effect.

2.2 The Function of Red Culture in IPE in Colleges and Universities

One of the educational purposes of IPE in our school is to help young students to clarify their direction and guide them to establish correct ideals and beliefs. Contemporary youth live in a harmonious and stable society, have not experienced a society with serious economic backwardness or depression, have not experienced a society with political turbulence, have not experienced a period of major historical change, and have not experienced the crisis of humiliation and oppression faced by the nation. Therefore, they have no deep feelings about the peaceful and stable happy life that the revolutionary predecessors exchanged with life and blood. There are also students who may not have a deep understanding of the socialist core value system, but they will always actively strive to practice the socialist core value system. However, under the background of China's increasingly developed economy and prosperous culture, the ideological and political situation of undergraduate has also been negatively affected. College students are confused in their value choices, and their national and ethnic consciousness has weakened, which has impacted the dominant values of society to some extent. It can be seen that there are still many unsatisfactory places in the ideological and political situation of undergraduate, which weakens the attraction of IPE to a certain extent, weakens the right to speak of the main body of IPE, disrupts the main theme of IPE, and thus increases the difficulty of IPE.

Red culture constantly promotes the development of socialist construction and provides direction for socialist construction. With the continuous development and utilization of red culture, more and more people begin to attach importance to red culture, which is followed by the vigorous development of red industry. For example, the development of red tourism, with the continuous development of red resources such as revolutionary base areas, red routes and the former residences of revolutionary great men, not only promoted the national spirit, strengthened people's ideals and beliefs, but also promoted the rapid development of surrounding related economies. At the same time, for social individuals, only by constantly accepting the baptism and edification of red culture can we truly feel the red gene, thus completing the internalization of the red gene. After a long period of revolutionary struggle and socialist construction, the CPC people's red genes have been sublimated and passed down, and a large number of red resources have been formed. The new people are different from the old Chinese people, and they must have several conditions. The most necessary condition is public morality. Facing the severe situation that some students' moral sense has declined in different degrees, it is urgent to use the shaping function of red culture and moral education, To imperceptibly guide undergraduate to consciously resist the erosion of bad moral values and cultivate excellent and noble moral qualities.

3. Research and Investigation on the Integration of Red Culture into College Students' Ideological and Political Education

3.1 Implementation Results of the Questionnaire

Red culture promotes and develops Chinese traditional culture, which brings great significance and value to undergraduate. In order to let the red culture enter the campus and give full play to its educational function, a questionnaire is adopted in the research of the thesis, and the popularity of the red culture is investigated from various aspects, and the shortcomings of the integration of the red culture into the campus and the IPE of undergraduate are analyzed. As can be seen from Table 1,

the proportion of male students in the survey is slightly lower than that of female students because of the relationship between male and female students in colleges. In this survey, boys accounted for 38% and girls accounted for 62%, which may be the reason why girls choose libraries and teaching buildings for self-study. Because of the differences in school hours and study arrangements among different grades, most students are freshmen and juniors in this survey.

Table 1 Basic Information Of the Respondents

Category	Gender		Grade				Political status	
	Man	Woman	Freshman	Sophomore	Junior	Senior	Party member	the people
Proportion of people (%)	430 38	645 62	332 28	295 25	363 30	181 14	445 40	725 60

From Figure 1, we can see that most of the respondents have more or less understanding of the connotation of red culture, and only 5% of the respondents do not know about it. In particular, we can see that red culture is well valued by colleges and universities and undergraduate, but for a small number of respondents who choose “do not know”, we should also invest more energy.

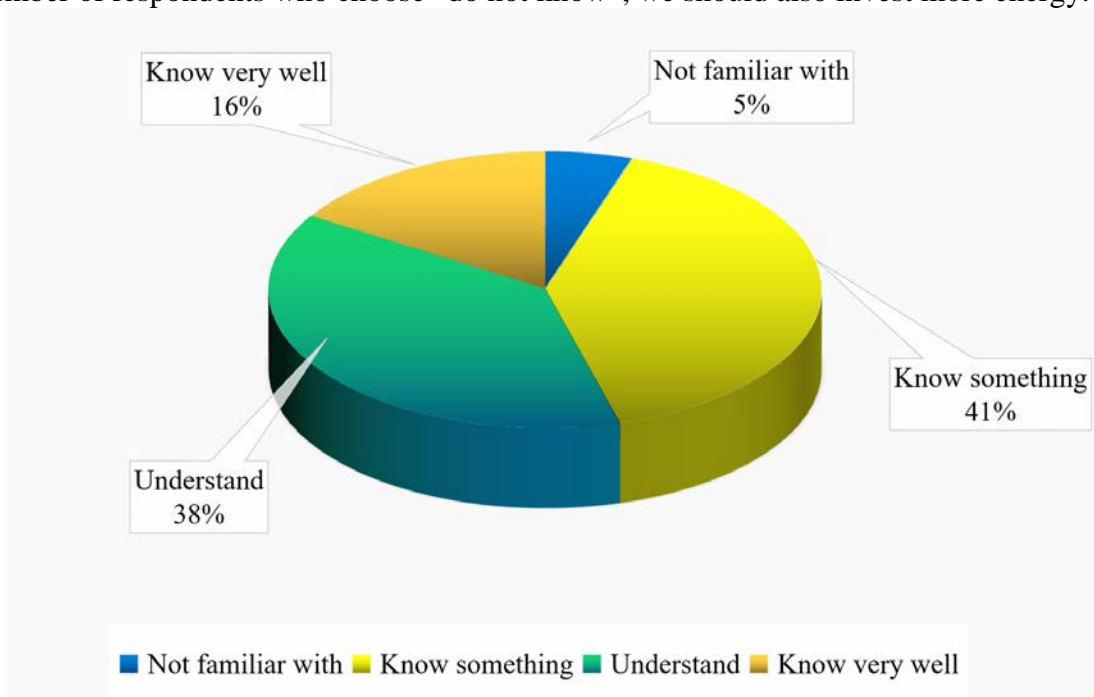


Fig.1 Basic Connotation Survey

It is not difficult to see from the survey results that the integration of red culture into undergraduate IPE has made some achievements. Universities pay more attention to red culture, constantly carry out red culture education, constantly internalize the spirit of red culture, and constantly dig deep into red culture resources under the guidance of making good use of red resources, carrying forward red traditions and inheriting red genes, giving full play to the educational role of red culture and promoting red culture through different forms of activities. As the practitioners of realizing the Chinese dream and the reserve force of national construction, undergraduate are the inheritors of red culture. After classroom study and participation in activities, undergraduate sense of identity with red culture has been continuously improved.

3.2 Principles of Applying Red Culture in Undergraduate IPE

The purpose of IPE for undergraduate is to improve the ideological and political quality and moral cultivation of contemporary undergraduate, so as to promote their all-round development. Therefore, in the process of applying red culture to undergraduate IPE practice, it is necessary to firmly understand and master these principles, clarify the standards and basis of work, and know what to do, so as to enhance the pertinence and effectiveness of undergraduate IPE. However, the

educated are not completely passive in receiving education, but have subjective initiative, that is to say, the leading role of educators must be effectively transformed into the main effect of the educational object, so that the leading role can be brought into play. Therefore, in the process of IPE of undergraduate by using red culture, we must fully respect the subjective status of undergraduate, and carry out patient and meticulous education and enlightenment according to their needs. We should not simply instill theories about red culture into them, but study how to help them actively participate in the study and application of red culture, and consciously exert their subjectivity through their own thinking and discovery to enhance their sense of participation. However, red culture education is integrated with IPE in colleges and universities.

Applying red culture to IPE in colleges aims to guide undergraduate to establish correct ideals and beliefs, shape their moral character, and improve their comprehensive political literacy. On the one hand, because undergraduate relatively neglect the study of their own political theory and the cultivation of political literacy, for undergraduate, the red culture education is not what they need, leading to the passive acceptance of undergraduate. On the other hand, in the face of employment pressure, undergraduate need to cultivate comprehensive and scientific qualities. However, red culture education is integrated with IPE in colleges and universities. Applying red culture to IPE in colleges aims to guide undergraduate to establish correct ideals and beliefs, shape their moral character, and improve their comprehensive political literacy. On the one hand, because undergraduate relatively neglect the study of their own political theory and the cultivation of political literacy, for undergraduate, the red culture education is not what they need, leading to the passive acceptance of undergraduate. On the other hand, facing the pressure of employment, undergraduate need to cultivate comprehensive psychological quality. According to the connotation and characteristics of the red culture, we should study the ways and methods of the dissemination of the red culture in the IPE, and show the vividness and image of the red culture in the form of real deeds, real images, real sites and other forms in the teaching of IPE in colleges and universities. Through the use of the red culture, we can vividly transmit the abstract IPE theory content to students, Guide undergraduate to actively pay attention to the red culture and learn the red culture, stimulate undergraduate interest in the content of IPE, and help undergraduate internalize the theoretical knowledge learned.

4. Conclusions

To sum up, the red culture tempered by bath and fire contains rich connotation and unique inheritance value in the new era. Through this educational work, undergraduate can improve their ideological cognition, shape their character and strengthen their moral quality. In order to further strengthen the level and effectiveness of this work, teachers need to integrate the teaching of red culture into it. By integrating the red culture that meets people's requirements and radiates great spiritual vitality into the campus, undergraduate not only do not make wrong choices in the face of multiple values, but also can establish correct world outlook, outlook on life, values, and have high ideological and political literacy, thus bearing the burden of building socialism with Chinese characteristics. Therefore, in view of the existing shortcomings, this paper puts forward some effective ways to promote undergraduate self-education, improve classroom teaching, strengthen the construction of red campus culture and network platform, and make concerted efforts from all walks of life, and put forward effective ways to promote the integration of red culture into undergraduate IPE from the perspectives of undergraduate, universities and society.

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