

The Application of Red Culture Construction in Ideological and Political Education in Colleges and Universities from the Perspective of "Strengthen Morality Education"

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Abstract: From the perspective of Strengthen Morality Education, this paper studies the ideological and political education of red culture in colleges and universities among college students with the logical structure of putting forward, analyzing and solving problems. In the future, the infiltration of red culture education should be a mainstream means in the process of ideological and political education, so it is necessary to consider exploring new models among college students, and further promote the influence of red culture in ideological and political education.

In December 2016, General Secretary Xi Beijing pointed out at the National Conference on Ideological and Political Work that the ideological and political work in Colleges and universities is related to the fundamental issue of who to train, how to train and for whom to train. The foundation of a university is to cultivate people by virtue. We should persist in taking people by virtue as the central link, run ideological and political work through the whole process of education and teaching, realize the whole process and all-round education, and strive to create a new situation for the development of higher education in our country. The report of the Nineteenth National Congress of the Communist Party of China once again emphasizes that we should give priority to the development of education, implement the Party's educational policy in an all-round way and carry out the fundamental task of Building Morality and cultivating people. The ideological and political education in Colleges and universities shoulders the important mission of accomplishing the fundamental task of establishing morality and cultivating people. Youth is the future of the motherland. The effectiveness of Ideological and political education in Colleges and universities in fulfilling the fundamental task of Building Morality and cultivating people is related to the future of the motherland.

1. The application of red culture in ideological and political education in colleges and universities from the perspective of "strengthen morality education"

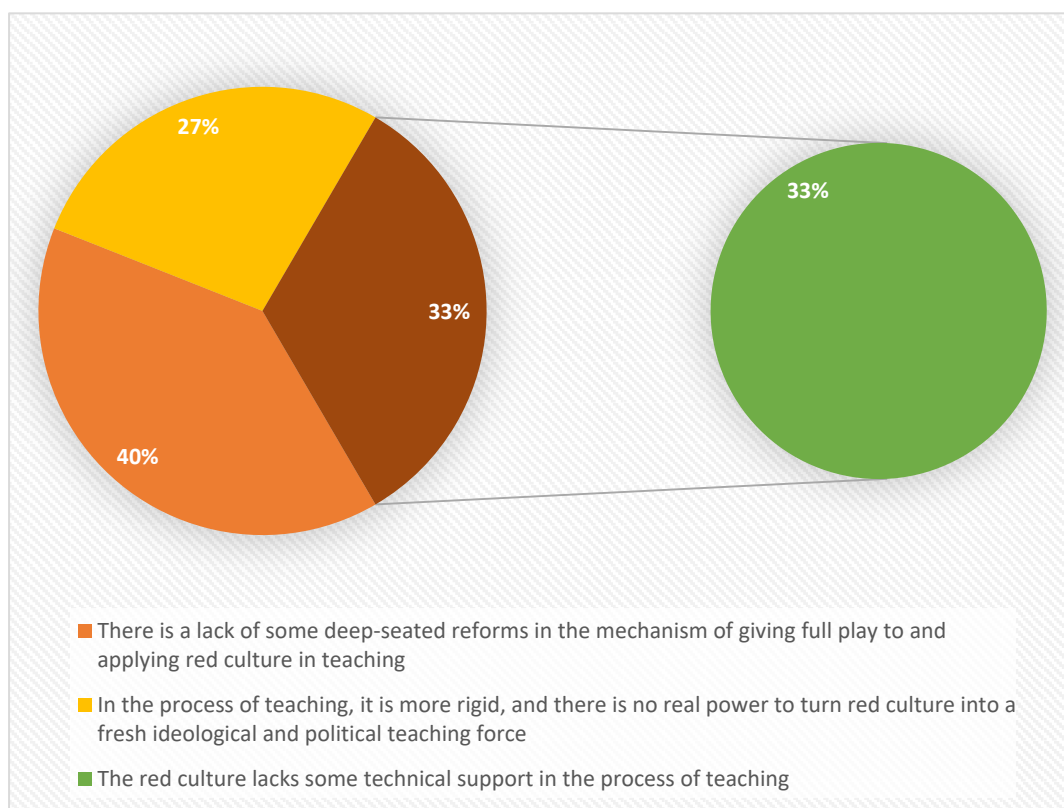


Figure 1. The Application of Red Culture in Ideological and Political Education in Colleges and Universities from the Perspective of "Strengthen Morality Education"

As shown in figure 1, a detailed analysis is presented above.

1.1 The lack of some deep-seated reforms in the mechanism of giving full play to and applying red culture in teaching

Students generally do not fully accept and understand the red culture, and the red culture lacks some deep-seated reforms in the mechanism of teaching and application. There is a certain distance between the red culture and the contemporary students, because there is a big gap between the background of the red culture and the contemporary students. Compared with the college students in the early days of the founding of the People's Republic, the era facing contemporary college students is an era of long-term peace. Although international wars and conflicts occur from time to time, it is true that compared with the traditional era, the living conditions and overall environment of contemporary college students are relatively superior, so their understanding of red culture is not very true and thorough. The ideological and political influence of red culture among students is gradually weakened in this improper application process.

1.2 In the process of teaching, it is more rigid, and there is no real power to turn red culture into a fresh ideological and political teaching force

In the ideological and political teaching of contemporary college students, the reason why red culture has not fully played its due role in the process of application is that the teaching of

contemporary red culture has not fully utilized the modern mechanism, nor has it taken into account the psychological needs of contemporary college students, so it is more rigid in the process of teaching and does not really turn red culture into one. Cultivate fresh ideological and political teaching force. Red culture itself is a kind of culture with a sense of historical vicissitudes, so in the process of teaching, it will inevitably be combined with part of the characteristics of history and culture. In the process of teaching, this kind of problem will lead to students' prejudice against the red culture. They think that the red culture is a kind of relatively old culture, and there is one between my own young mentality and values

1.3 The red culture lacks some technical support in the process of teaching

At present, the application of red culture in the process of Ideological and political education is not thorough enough. In the process of teaching, red culture lacks some technical support. If we adopt the way of visiting teaching completely, then the teaching cost of red culture in practice teaching is relatively high. Considering that red culture teaching is an important part of teachers' and students' teaching, and considering the cost control of Ideological and political teaching in College teaching, we need to take a certain balance between the two.

2. Strategies of strengthening the construction of red culture in the application of ideological and political education in colleges and universities from the perspective of "strengthen morality education"

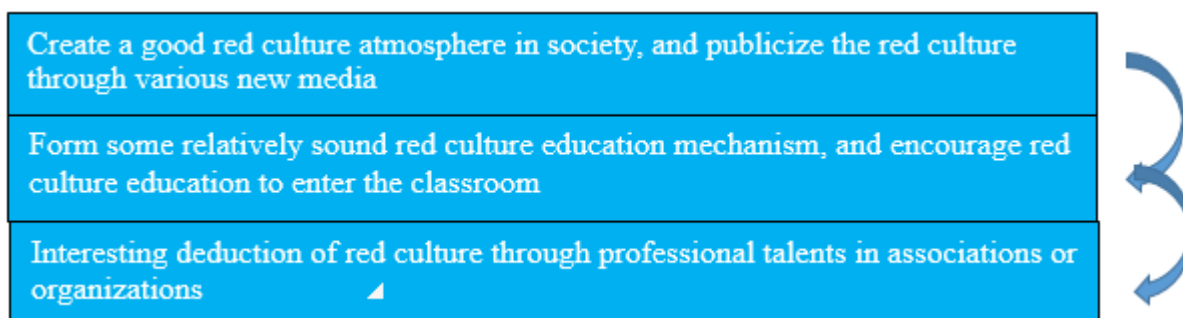


Figure 2. Corresponding Application Countermeasures

As shown in figure 2, a detailed analysis is presented above.

2.1 Create a good red culture atmosphere in society, and publicize the red culture through various new media

From the perspective of social education, we should assist ideological and political education in Colleges and universities, create a good red culture atmosphere in society, and publicize the red culture through various new media. Because red culture lies in the process of propaganda and education, especially depends on the creation of atmosphere, if the atmosphere is neglected, it is difficult to put red culture in place in the process of Ideological and political education. Therefore, colleges and universities should connect with society, strengthen the infiltration mechanism of red culture in Ideological and political education of colleges and universities, and make use of various means in society. New media should publicize the red culture. For example, red culture can intervene in the current new Internet communication mode, through a variety of public numbers or subscription numbers, the promotion of red culture will become a daily mechanism. When compiling such public numbers or subscription numbers, we should take into account the

organization of text and pictures in the process of compiling.

2.2 Form some relatively sound red culture education mechanism, and encourage red culture education to enter the classroom

When colleges and universities carry out the infiltration education of red culture, they should form some relatively sound education mechanism of red culture, and encourage the education of red culture to enter the classroom, make use of various festivals to publicize red culture, and colleges and universities should also actively carry out the practice activities of red culture education, combining red culture with campus culture. This can encourage college students in Colleges and universities to organize some special societies of red culture and integrate the propaganda and education of red culture with the daily life and learning of contemporary youth through community activities. In colleges and universities, the infiltration ability of associations often surpasses that of ordinary student organizations, so red culture can make full use of the mode of associations and the platform of new media to combine red culture with ideological and political teaching in Colleges and universities.

2.3 Interesting deduction of red culture through professional talents in associations or organizations

In the process of Ideological and political education of red culture in Colleges and universities, we should emphasize the modern deduction of red culture, which requires the full cooperation of student associations and student organizations, and make interesting deduction of red culture through professional talents in associations or organizations. For example, the propaganda and education of red culture can show different styles of red culture through the form of drama or sketches. Red culture can also enrich various forms of activities through various debates and speech contests, so that the propaganda and education of red culture can not only be restricted, but also jump out of the traditional theoretical framework in the classroom teaching of Ideological and political education, and can transition from theoretical teaching to interesting teaching. This is also in the contemporary discourse environment, to strengthen the dialogue and integration between young college students and red culture, so that red culture becomes a part of contemporary students' ideology.

3. Conclusion

To sum up, the gap between contemporary youth and red culture is not absolute. Especially in the process of Ideological and political education in Colleges and universities. We should not only use the mode of classroom teaching to restrain the propaganda mode of red culture, but let the red culture go out of the classroom and into the students' daily life, so that people can touch the resources of political education everywhere, especially the red cultural resources, so that the red cultural resources can truly serve the contemporary college students and become College students are an important ideology in thinking and solving life problems. So red culture lies in penetrating education, and should take into account the situation. So under the guidance of correct ideological and political content, we should also strengthen the guidance of thought and encourage students to consider using this red resource to think about their own life.

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study on the ideological and political work in higher Vocational Colleges running through the whole process of Education and Teaching》 No.GZY18C40.

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