

Study on the Application of the Wumengshan Area Red Army Long March Cultural Education Value in Colleges and Universities

Cao Fuxiao, Yan Peisheng

Faculty of Geography Science and Tourism, Zhaotong University, 65700

Keywords: Red Army Long March Culture; Educational Value; Colleges and Universities; Wumengshan area; Core socialist values

Abstract: The Red Army Long March Culture in Wumengshan area is an important part of Chinese red culture, and it is an important symbol of regional red culture. At the same time, the Long March culture is also the precious spiritual wealth of the people in Wumengshan area. Firstly, from the perspective of cultural education, this paper studies the connotation and law of the Red Army Long March cultural education in Wumengshan area, and then analyses its educational value. Finally, this paper Study on the Application of the Red Army Long March Cultural Education Value in colleges and universities from educating resources, educating objects and educating means.

1. Introduction

Wumeng Mountain is rich in red culture and other cultural resources, mainly in Chishui River Basin. It has not only high abundance, but also complete types and perfect red culture system. The red culture in Wumengshan area is an important part of the advanced culture of socialism with Chinese characteristics. The most important component of red gene is its important educational value. At present, colleges and universities need to constantly practice the socialist core values and give full play to the role of red culture in educating people.

2. The connotation and law of cultural education in the perspective of socialist core values

The report of the Eighteenth National Congress of the Communist Party of China pointed out. "Culture is the deepest spiritual accumulation of a nation and the most distinct Spiritual Banner of a country. The spiritual value contained in culture is the soul of culture, which is the source of strength to lead fashion, educate people, serve society and promote development. So, culture has a typical function of educating people. In the process of cultural inheritance and innovation, cultural education guides people to choose culture correctly, transforms social culture into individual culture, and realizes self-improvement and self-transcendence.

Culture has an impact on people all the time, which has both advantages and disadvantages. The positive effects of culture mainly follow the following rules. First, cultural education is based on a clear goal of education. The goal of education includes the following contents, such as improving people's comprehensive quality, promoting people's all-round development, cultivating cultural

individuals, cultivating individuals with socialist core values, and cultivating individuals willing to contribute selflessly to the country, society and others. Second, cultural education is based on the inheritance of national spirit and core values. In the long history of the world, there are many cases of cultural education. For example, Christianity in the middle ages disseminated the idea of "life is guilty". Christianity advocated the asceticism idea. Although it confined human nature, it stabilized the people and maintained the relative balance of the Europe feudal era in the chaotic era. The Christian Church undertook the mission of cultural inheritance and innovation, which led to the birth of universities in medieval Europe. The university carries forward Christian culture, which penetrates into the marrow of Europeans and forms a national spirit. Another example is the Confucian culture in China, which advocates the harmony of the mean, the harmony between man and nature, the emphasis on righteousness and the neglect of profit, and so on. Confucianism has established the life outlook, values outlook and world outlook, which is self-cultivation, family unity, governing the country and world peace. Through various mechanisms of inheritance and consolidation, Confucianism finally formed a solid national cultural psychology. Maintaining the national character of culture is the premise of cultural continuity and the state power continuation. Core socialist values can guide people to think and judge. Therefore, cultural education should be paid more attention to. The Eighteenth National Congress of the Communist Party of China put forward the following views. Socialist core values can comprehensively improve citizens' moral quality and enrich people's spiritual and cultural life. We should put the cultivation and promotion of socialist core values into cultural education. Third, cultural education runs through the whole process of cultural inheritance and innovation.

3. Scientific connotation of the Red Army Long March culture in Wumengshan area

Wumeng Mountain is one of the main peaks in Yunnan-Guizhou Plateau. "Wumengshan Area" was put forward in the "China Rural Poverty Alleviation and Development Program (2011-2020)" in 2011. It is one of the main battlefields of national poverty alleviation and development. The area covers 38 counties adjacent to Yunnan, Guizhou and Sichuan provinces. The background of the formation of the Wumengshan area Red Army Long March culture mainly includes the following aspects. Firstly, Wumeng Mountain is located in the southwestern border of China, with deep mountains and valleys, vertical and horizontal gullies, beautiful natural scenery and unique natural conditions, which determine its cultural uniqueness. Secondly, Wumeng Mountain area is restricted by natural conditions, its region is relatively closed, and the economic development lags behind. So, its traditional culture is deeply impressed. Third, in the long historical period, the agriculture development under feudal land ownership was slow. Low productivity makes people live in poverty. In this case, people are prone to rebellious spirit. These backgrounds pave the way for the formation of the Long March culture of the Red Army. As a turning point of Chinese revolution, Wumengshan area has too many bright memories in the history of Chinese revolution. Almost all the mountains and rivers here left the footprints and stories of the Red Army. The cultural connotation of the Wumengshan Area Red Army Long March mainly is the following contents. Under the guidance of advanced Marxist culture, the Red Army led by the Communist Party of China, the local people and intellectuals have formed a culture rich in revolutionary spirit and excellent traditional cultural spirit. This culture is an indispensable part of red culture.

4. The realization path of Red Army Long March culture educational value in colleges and universities

4.1 Developing educational contents from the perspective of educational resources

The Long March culture of the Red Army in Wumengshan area is rich in educational resources, but it lacks of collation and excavation. On the one hand, we should make great efforts to tap its red art resources. First, there are many red songs, literature, stories, film and television works, characters, stories and so on in Wumengshan area. We should change our development thinking and pay attention to the dynamic and static combination of red resources products. Secondly, we should transform static ruins into dynamic video, film and television works by means of media and computer technology. Movies such as "Zaxi 1935" and "Zaxi Great Turn" have significant educational significance and good repercussions. We should let the static red display "move". Thirdly, we should display the red exhibits on the network platform. On the other hand, we should innovate ways of development. Red resource discovery is not only the work of the government, but also the work of research institutions and research centers. Government departments can go deep into the revolutionary areas with some research institutes and research centers for understanding the battles, figures, revolutionary songs and stories through visits, surveys and literature reviews. We should continue to develop new red products on the basis of respecting historical facts, and pay attention to the red resources protection. In addition, we should also pay attention to the red cultural industry development, and promote the red cultural resources. Only in this way, can we realize a broader value of education.

4.2 Exploring the educating people ideas from the perspective of educating objects

College students are an important part of the youth group. When college students set up socialist core values, they need to draw nutrients from the Long March culture of the Red Army. College students have strong plasticity and yearn for new things. According to the characteristics of College students, the following aspects should be carried out in the application of the Red Army Long March culture in Wumengshan. First, we should pay attention to the orientation of educational content. In the new era, college students need to shape their spiritual character of fearing hardships and struggling hard, and cultivate their noble feelings of patriotism and democracy. Second, we should pay attention to theoretical education. For example, combined with the existing red resources, the classroom on the revolutionary process, mass line, patriotism and other red content will be more vivid. Third, we should pay attention to creating red cultural brand. For example, Zhaotong is located in Wumeng Mountains, where the Red Army Long March cultural resources are abundant in Yi, Wei districts. Local colleges and universities should educate students on their ideological beliefs and values in the light of local resources, through visiting old revolutionary areas, visiting the Memorial Hall of the Long March of the Red Army, and resuming the Long March.

4.3 Innovating educational ways from the perspective of educational means

First, we should recognize that the Internet is a new space for college students. Internet has become a new platform of revolutionary traditional education for college students. Students rely more and more on the internet, in the dissemination of red culture, we should pay attention to the new media construction such as red websites, public numbers, Microblogs and so on. The construction of new red culture media is close to the needs of different students. We should carry out comprehensive information service for different groups of people. Secondly, colleges and universities should strengthen the interaction of the Red Platform and effectively change the

traditional indoctrination education mode. Educated people can communicate through many channels. For example, colleges and universities should set up a red forum to improve the participation, so that students can express their views and opinions as much as possible. Thirdly, colleges and universities should establish and improve the cultural and physical education system of the Wumengshan Area Red Army Long March under the new media, including the evaluation, supervision and management mechanism.

5. Conclusions

The red culture in Wumengshan area is an important part of Chinese red culture. This paper explores the value of the Red Army Long March culture in Wumengshan area from three aspects: the resources, the objects and the means. It is hoped that the Red Army Long March culture in Wumengshan will be disseminated into the University campus. At the same time, this paper provides some ways hoping to be a basic reference for beginners.

Acknowledgement

Research project on party building of zhaotong college in 2018“Research on Wechat Public Platform for Party Building in Universities Based on "Wise Party Building"”(No:DJKY201806)

References

- [1] Zhang yuanjie. *Research on the educational value and realization path of red culture [D]. Wuhan university of technology, 2013.*
- [2] Liu xianjun. *On cultural education [J]. Research on higher education, 2013,34(02):1-8.*
- [3] Xi jinpíng. *Strong cultural self-confidence, promote socialist culture thriving xinhua [j/OL]. http://www.xinhuanet.com/politics/2017-10/18/c_1121820800.htm*