

Research on Integrating Red Culture in Ideological and Political Education in Art Colleges and Universities

Yao Liu^{1*}

¹ College of Fashion and Art, Hubei Institute of Fine Arts, Wuhan, China

Email Address

29097913@qq.com (Yao Liu)

*Correspondence: 29097913@qq.com

Received: 3 March 2022; Accepted: 17 March 2022; Published: 27 March 2022

Abstract:

The red culture bred in the great struggle of the Party and the people is broad and profound, which has a long history and permeates the yearning for the lofty ideal of Communism and the common ideal of socialism with Chinese characteristics. Condensing the persistent pursuit of the national spirit and the spirit of the times by the Party and the people, the red culture is not only an important spiritual support for the survival and development of the Chinese nation, but also an important resource for college students' ideological and political education. General Secretary Xi Jinping has always repeatedly emphasized "well carrying on the red gene" and combining the theory of red culture with practice in recent years. Integrating red culture into the ideological and political education of college students is not only the source driving force for the steady progress of ideological and political education, but also the essential requirement for colleges and universities to realize education, and the basic requirement for students to realize the Chinese dream of the great rejuvenation of the Chinese nation in the new era. Therefore, colleges and universities in China shall pay more and more attention to the deep integration between college students' ideological and political education and red culture, because this action with great significance and far-reaching impact is a solid foundation project to promote art education and guide students' healthy growth.

Keywords:

Red Culture, Ideological and Political Education, Application

1. Introduction

Since the May Fourth Movement of Communist Party of China, the red culture started from the First National Congress of the Communist Party of China has adhered to Marxist ideology, disseminated, learned and practiced Marxist ideology, led the people across the China to work hard, and constantly summed up, absorbed, learned and passed on traditional culture. Taking the pursuit of happiness for the people and the rise of the Chinese nation as the original intention and mission, red culture

integrates the revolutionary spirit, glorious tradition and fine quality of the Chinese nation into a spirit of red culture that.

As an important part of socialist culture with Chinese characteristics, red culture containing deep feelings of home and country has a distinctive background of patriotism. Red culture carried on from Chinese traditional culture condensing the civilization and wisdom of the Chinese nation for thousands of years is conceived in the process of modern Chinese people's exploration of the development direction of China and born in the great struggle practice of the Chinese people against imperialism and feudalism. The red cultural traditions contained in red culture, such as patriotism, firm ideals and beliefs and the spirit of hard struggle, are the ideological force to open the great rejuvenation of the Chinese nation and the connotation and inside information of the advanced culture of socialism with Chinese characteristics. Red culture is an important part of Chinese culture and an excellent culture condensed from the great journey of the Communist Party of China to unite and lead the Chinese people from standing up, becoming rich to becoming strong. The integration of red culture with all links of ideological and political education in art colleges and universities helps colleges and universities firmly grasp the school running direction under socialist and spiritually encourages contemporary college students to work hard by carrying on the red gene and carrying forward the red spirit, which is conducive to shaping a sound personality and establishing lofty ideals.

2. Value of Integrating Red Culture into Ideological and Political Education in Colleges and Universities

Stability is the remarkable characteristics of traditional culture, while the characteristics such as proletarianism and practicality are the unique nature of red culture, which is closely connected with integrating theory with practice and serving the people wholeheartedly by the Communist Party of China. One of the reasons why red culture can remain young forever is its mass nature, which requires us to believe and rely on the masses and adhere to people-oriented principle. At the material level, red culture is mainly the revolutionary sites left during the revolutionary period, some memorial museums of national construction and literary works written by writers, while at the spiritual level, red culture has the spirit of pursuit of truth, truth seeking and continuous progress, mainly including the revolutionary struggle spirit of revolutionaries who struggle hard, are not afraid of sacrifice and dare to be the first, as well as the Lei Feng spirit formed during the revolutionary period and the early stage of construction and the long march spirit led by the Chinese Red Army, which is conducive to realize the great rejuvenation of the Chinese nation and help college students gradually form the qualities of fairness, impartiality and honesty. "For every Chinese, patriotism is their obligation and duty and the place of their heart and emotion. For Chinese youth in the new era, loving the motherland is the foundation of their career and talent." Red culture can make college students deeply feel and understand the glorious history of the Chinese people working hard for national liberation and national rejuvenation, stimulate students' patriotic enthusiasm, take advanced models as an example and express their patriotic feelings with practical actions. In addition, red culture helps to stimulate students' interest in learning, improve the quality of classroom teaching and promote the reform of classroom teaching.

3. Problems in the Integration of Red Culture into Ideological and Political Education in Colleges and Universities

3.1. The Propaganda of Red Culture is Weak

Some art colleges only pay attention to the cultivation of students' professional skills, while ignore the construction of campus culture. Red culture is an important part of ideological culture, but if colleges and universities do not attach importance to red culture education, there will be no campus atmosphere for art college students to learn red culture. In the new era, art college students are easily misled by all kinds of incorrect ideas outside the school, resulting in their deep understanding of red culture and their shallow understanding of red spirit. In addition, believing that only art college students are the main body of red education and the backbone of practicing and carrying on red culture, some art colleges and universities only do a good job in the red culture education of college students to set off the red culture education atmosphere of the school, so as to achieve the purpose of red culture education. However, in fact, red culture has a universal function of educating people. In colleges and universities, the object to be educated for red culture is not only college students, but also educators. In addition, lacking the relevant theoretical knowledge of art majors, ideological and political teachers cannot effectively combine the red culture with the major courses of art students or flexibly transform the theoretical knowledge of red culture into a vivid teaching language, while teachers in art colleges and universities do not have enough understanding of red culture and deep understanding of red spirit due to the characteristics of professional background. Therefore, in the process of promoting the construction of red culture, art colleges and universities shall not be limited to the majority of art college students, but cover all teaching staff. Only in this way can they better and faster promote the inheritance of red culture and promote the development of red culture.

3.2. Art College Students do not Have High Recognition of Red Culture

The post-95, the mainstream group of art college students, has distinct personality, strong sense of autonomy, rich feelings, sensitive mind and strong appeal. With strong self-awareness, they do not like the constraints of the system, but are slightly indulgent, and have poor learning discipline. With strong perceptual thinking and weak discrimination ability, they are easily affected by the external thoughts. Some art college students are not interested in revolutionary history and red culture and do not want to understand them. What's more, they even question revolutionary history and resist red culture, which directly or indirectly affects the identity of art college students to red culture education and makes the students pay insufficient attention to the importance of red culture education at school. On the other hand, because red culture education is a systematic project, which requires a certain amount of time and energy, and its role is implicit, with no immediate effect. Therefore, in the study of red culture, most art college students do not care enough about or pay enough attention to red culture education, but believe that as long as they can cope with the final exam and get the credits required for graduation. They have only heard of the concept of red culture education, but hardly understand the specific content of red culture education.

3.3. The Dissemination of Red Culture Lacks Personal Practice

Ideological and political theory course has been the main channel for colleges and universities to disseminate red culture education for a long time, but there are mainly the problems of one-sided teaching, form focusing and content neglecting. In addition, it is difficult to transform the relevant theoretical knowledge of red culture into vivid and flexible language and emphasis is blindly paid to the interpretation and memory of theoretical concepts. Art colleges and universities generally characterized by strong professionalism, detailed division of disciplines and more prominent practicality pay more attention to the teaching of major courses and skills, but pay less attention to public theory courses. Besides, in the process of disseminating red culture in colleges and universities, most of them only insert some pictures and videos about red culture in ideological and political education courses, and only rely on textbooks to explain the relevant contents of red culture, resulting in students' understanding of red culture only being at a shallow level. Although colleges and universities often carry out some lectures on red culture, students only listen passively, but do not understand the real ideological meaning. As a result, the learning effect of most students is not ideal. Colleges and universities have not effectively integrated the spirit and value of red culture into practical education activities, and there is a common problem of focusing form and neglecting content.

4. Integration of Red Culture into Ideological and Political Education in Art Colleges

4.1. Innovate Teaching Methods of Ideological and Political Education

Teaching method is one of the most commonly used teaching modes at present. Ideological and education limited by the teaching time and place, teaching method is undoubtedly the best choice, because it can enable students to accept systematic knowledge in limited space and time. However, this method is too single in form and only emphasizes the dominance of teachers, but ignores the dominant position of students, making students easy to feel boring and gradually lose interest in the classroom. Therefore, it is not conducive to improving the quality of teaching.

Change the previous traditional single teaching methods, give full play to the value of multimedia, make red culture PPT courseware, play red classic movies, interpret the connotation of red culture through the way loved by students, cultivate students' mind imperceptibly, and continuously improve the effectiveness of ideological and political education and red culture education. In addition, use artificial intelligence, 3D image, VR and other technologies to collect and integrate red literature, pictures, cultural relics, video and audio, so as to form a vivid image, text and three-dimensional data mode to make the red culture "live", or use virtual simulation technology to integrate the concept of the Internet into ideological and political education, create specific scenes and characters, reproduce the process of historical events, make college students personally feel the firm political belief and deep patriotism of the Communist Party of China, and effectively improve the college students' sense of acquisition and satisfaction in learning. Breaking through the limitation of time and space and lifting the problems of funds and personnel safety of on-the-spot investigation are not only an important choice to adapt to the learning mode of college students in the new era, but also the general trend of ideological and political education in universities. In addition, the situational teaching method commonly used in teaching activities can be combined with college students' ideological and political education and red culture education. By setting up a tough

environment and creating an atmosphere at that time, college students can feel the reappearance of history, deeply experience the difficulties and hardships of history, personally feel the hardships and difficulties experienced during the revolution, contrast past misery with present happiness and cherish the happy life now more.

4.2. Pay Attention to the Construction of Red Culture Network and Create a New Cultural Space

General Secretary Xi Jinping points out that the prosperity of a country and a nation is always supported by cultural prosperity. The red culture with unique inheritance value is both the concentrated expression of the moral sentiment, revolutionary spirit, political belief and patriotism of the Communist Party of China and an important part where we support the strength and prosperity of China with spiritual gene. In the new era of socialism with Chinese characteristics, it is very important to improve college students' sense of identity with red culture. Starting from the daily media means with high degree of attention and interest of college students, we shall establish a special new media communication platform and set up a professional new media publicity team, so as to broaden the publicity channels of red culture and improve the influence of red culture. In addition, we shall improve the level of teachers of ideological and political courses in using network technology, spread mainstream values in a way that college students love to see, further improve the "attendance rate" of ideological and political courses, and enhance the influence and radiation of the classroom. Moreover, we shall combine red cultural resources with the characteristics of college students in the new era, carry out "two-dimensional space" transformation, re-encode red culture in the form of micro-videos and micro-movies, and use the network language of college students to reorganize, so as to further strengthen the influence and infectivity of red culture.

4.3. Teach Students According to their Aptitude and Improve the Pertinence of Red Culture Education

Contemporary college students have distinctive characteristics of the times, so we shall closely combine the red culture education with the learning needs and learning characteristics of college students to improve the pertinence of red culture education. In the major teaching of art colleges, many classic art works contain red culture. The ideological and political education can be combined with the students' major background and relevant red works can be selected to realize the effective combination of ideological and political courses and major courses. For example, in the class of art majors, integrate the appreciation of classic paintings into teaching; in the class of music majors, integrate the appreciation of red songs into teaching, teach students according to their aptitude according to different major characteristics, and improve pertinence. In the process of teaching, teachers can set up relevant procedures or phased assessment items to include the indicators related to red culture, and make statistical analysis on the results with the help of big data and other information technology, so as to dynamically show the learning effect of students, reflect the specific impact of integrating red culture into classroom education and lay the foundation for the follow-up development and adjustment of red culture education methods. According to the characteristics of contemporary college students' habit of using new media, educators can transform the "past and present life" of red relics into a series of story books that can be seen and understood by college students through digital technology in the forms such as the design of video display and we-media

interactive teaching during the education. The educators can also adopt the situational teaching method to reproduce the experience of battlefield environment in reality through VR technology, so as to eliminate the sense of alienation, bring vivid experience to students, lead students to feel red culture in situational experience, and achieve the goal of ideological and political education.

5. Integrate Theory with Practice to Improve Students' Sense of Participation and Acquisition

The integration of red culture with ideological and political education shall not only give play to the role of theoretical teaching, but also pay attention to the role of practical teaching. For college students in art colleges, appropriate classroom practice teaching shall be adopted according to the specific situation. For example, carry out thematic practical teaching activities according to students' personal strengths, let students collect relevant materials about red culture in advance and carry out diversified theme practice activities in combination with their own characteristics, such as reading famous works competition, reciting classics and drama, so as to give full play to students' subjective initiative. It shall be noted that teachers only play a certain role of guidance and supervision during these activities. At the same time, attention shall also be paid to the combination of in-class practice with extracurricular practice. In extracurricular practice teaching, we shall guide students to actively tap the red cultural resources at school, museums, martyrs cemetery, red cultural heritage memorial hall and other places, lead college students to visit the red education base, organize students to visit Yan'an, go to the revolutionary base to personally experience the hard life and self-reliance spirit of the Communists represented by Mao Zedong, and the spirit of hard struggle and self-sufficiency of the Communists during the Great production campaign in Nanniwan, take a look at the pits and obstacles in Yan'an, walk on the Yan'an Road and experience the difficulties of the revolution to make students have a deeper understanding in the process of learning and practice, so as to improve their understanding and identity. At the same time, we can also implement the red culture spirit understood and felt by students into social practice activities, organize some volunteer services and give full play to the role of art college students in society to make college students understand the real connotation of the red culture spirit in the process of practice, form valuable spiritual qualities such as being willing to devote themselves, uniting and cooperating, enhance students' sense of social responsibility and accountability, improve students' understanding and identity of red culture, and improve their sense of participation and acquisition.

6. Conclusions

Red culture education is an important carrier to strengthen ideals and beliefs and cultivate noble moral sentiment. Integrating red culture into the ideological and political education of art colleges and universities is conducive to college students to establish a correct world outlook, outlook on life and values, strengthen correct ideals and beliefs, and improve their ability to distinguish right from wrong. Through vivid pictures, vivid objects and touching stories, college students in the new era can deeply understand why the Communist Party of China "can" achieve everything, why Marxism "does" everything and why socialism with Chinese characteristics is "good" from the epic heroic deeds and earth-shaking historical facts of revolutionary ancestors, so as to make college students firmly believe in faith, bravely undertake

mission, forge ahead and gather strength for the construction of a modern socialist country. Great cause needs to breed noble and valuable spirit which supports and promotes the development of great cause and greatness comes from the ordinary. On the basis of receiving the education of red culture, college students can actively devote themselves to the great cause down to earth, and turn the red culture into a driving force to work hard to realize their great dream in the end.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

Funding

This paper is the achievement paper of the project funded by the Fashion Art Research Center, the key research base of humanities and social sciences of colleges and universities in Hubei. Project Name: Research on Red Culture in Ideological and Political Education in Art Colleges; Project No.: IFA-2021-11; Project Leader: Yao Liu.

References

- [1] Wang, H.G. Application of “Red Classic Play” in Ideological and Political Course Teaching of Art Colleges. *Journal of Hunan Institute of Humanities Science and Technology*, 2014, 1, 94-96.
- [2] Xin, D.W. Research on Way of Integrating Red Culture into Ideological and Political Education in Art Colleges. *Journal of Liaoning Educational Administration Institute*, 2020, 37(6), 75-77, DOI: 10.13972/j.cnki.cn21-1500/g4 .2020.06.017.
- [3] Kong, J.H. The Innovative Strategies of Integrating Red Cultural Resources into Ideological and Political Education in Colleges and Universities. *Journal of Hubei Normal University (Philosophy and Social Sciences)*, 2021,41(6), 140-145.
- [4] Huang, Y. Research on the Path of Integrating Red Culture into Ideological and Political Education in Colleges and Universities. *Journal of Beifang University of Nationalities*, 2021, 6, 148-155.
- [5] Zhang, Y.M.; Li, X.X. Research on the Application of Red Culture in the New Era in the Study and Education of Party History in Colleges and Universities. *The Border Economy And Culture*, 2021, 12, 107-109.
- [6] Wang, L.L. Path Construction of the Integration of Red Culture into the Ideological and Political Education of College Students. *Heilongjiang Education (Theory and Practice)*, 2021, 11, 38-41.



© 2022 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)