

Significance and Ways of Integrating Red Culture into Ideological and Political Education for Art College Students

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Abstract:

The personal belief makes personal future come true, while the faith of a generation makes the future of a nation come true. As a valuable asset in the development of the Communist Party of China, red culture also reflects the spiritual strength of the Chinese nation. Red culture bearing rich spiritual connotation, how to effectively integrate the spiritual connotation of red culture with ideological and political education in colleges and universities and to effectively innovate and enrich the classroom teaching ways and methods of ideological and political education is of great significance. In addition to mainly introducing the connotation of red culture and the significance of integrating red culture into the ideological and political education of art colleges, this paper puts forward some effective ways of integrating red culture into the ideological and political education for art college students.

Keywords:

Red Culture, College Student, Ideological and Political Education

1. Introduction

Red culture, an advanced culture created by the Communist Party of China in the process of promoting the Sinicization of Marxism, coheres the Party's course of struggle, condenses the Party's construction experience, and contains the Party's fine style of work. Therefore, we should make full use of red culture to help college students' party spirit education in the new era. Red culture is a cultural resource with Chinese characteristics formed in the process of the great revolutionary struggle when the Communist Party of China led the Chinese people during the new democratic revolution. Although it was formed early, it still has a far-reaching impact on today's Chinese youth. In addition, General Secretary Xi Jinping emphasizes to "make good use of red resources, make good use of red traditions, and carry on red genes." Under the background of the new era, giving full play to the ideological and political education mechanism of red culture should not only actively respond to the requirements of the Party to strengthen and improve the ideological and political

education in colleges and universities under the new situation, but also effectively integrate the red culture with ideological and political education classroom.

2. Connotation of Red Culture

Red culture is composed of words “red” and “culture”, where red contains the theme and era of red culture, and symbolizes the red political power, red revolutionary base, red flag, Red Army, etc. led by the Communist Party of China and culture includes the civilization achievements created by the broad masses of the people in the process of arduous practice, including the lofty beliefs, fine qualities and various red spirits of the revolutionary ancestors. Red culture is not only a culture dominated by Marxism, formed by the broad masses of the people under the leadership of the Communist Party of China in the new democratic revolutionary war, but also an advanced culture with Marxism with Chinese characteristics as the core, created by the people of all ethnic groups under the leadership of the Party in the process of long-term revolution, construction and reform. One of the reasons why red culture can remain young forever is its mass character, which requires us to believe and rely on the masses and adhere to people-oriented principle. To sum up, red culture is a great creation of the Chinese people of all ethnic groups under the leadership of the Communist Party of China to build a new democratic culture in the Chinese revolution.

3. Significance of Integrating Red Culture into Ideological and Political Education in Colleges and Universities

3.1. Enrich the Forms of Ideological and Political Education

One of the educational social practice activities is the education of red culture, while the ideological and political education of college students is an education of combining theory with practice, but the essence of both is to promote the all-round development of students. Taking red culture as a new artistic medium and integrating it into ideological and political education and even life, the school creates a good educational atmosphere, and urges students and teachers to participate in the exploration of the spirit of red culture. In the process of ideological and political education, teachers often demonstrate the historical examples to students for learning to imperceptibly influence college students' behavior habits and life style. The vivid, intuitive and infectious natural advantages of red culture make it possible to enrich the methods of party spirit education for college students, enrich the forms of ideological and political education through ways such as classroom teaching, picture display, video and audio viewing, scene simulation, on-site experience, discussion, interaction and case analysis, or arrange red songs, red dances and red stage dramas, systematically integrate the red culture into the party spirit education of college students, enhance college students' mastery of party history, deepen college students' understanding of the spiritual connotation of red culture, make college students happy and good at drawing strength from the red culture under the guidance of various educational methods, receive baptism, and improve the effectiveness of party spirit education.

3.2. Need to Improve the Effectiveness of Ideological and Political Education Courses

Morality education is not only the essence of educational work, but also the fundamental task of ideological and political education in colleges and universities. General Secretary Xi Jinping has once said: ideological and political theory courses in colleges and universities are the indispensable “nutrients” for “watering” the teenagers. Under the impact of multicultural thoughts, bad thoughts such as historical nihilism have had a great adverse impact on the thoughts of college students. However, red culture mainly emphasizes ideological contents such as ideals, spiritual style and value pursuit, which is consistent with the curriculum content of college students’ ideological and political education. Cohering the excellent qualities of Chinese Communists, such as building a party serving the interests of the people, serving the people wholeheartedly, being indomitable and constantly striving to become stronger, red culture has strong spiritual appeal, which is an effective resource to help college students establish a correct value orientation. Through the effective cultivation of Marxist thought and in combination with the ideological and political education of college students, it is necessary to integrate the theoretical innovation achievements of the Party in the new era into the teaching materials, apply them in the classroom and promote them in the thoughts of students, so as to cultivate contemporary college students to have a sense of responsibility, establish socialist core values and make their ideals and beliefs unshakable. Keeping up with the trend of the times, following the pace led by the Party and integrating new technologies and current affairs can integrate individual values into collective values, cultivate a strong spirit of patriotism and the value orientation of serving the people, integrate red cultural knowledge, improve the quality of ideological and political education and promote the all-round development of students.

3.3. Improve the Physical and Mental Development Needs of College Students

In recent years, college students’ mental health problems occur frequently. Art college students who have rich psychological feelings, sensitive mind, strong appeal and strong self-awareness do not like the constraints of the system, but are slightly indulgent, and have poor learning discipline. In addition, being genuinely innocent and straightforward, they yearn for equality in people and things and more hope that teachers will communicate with them with an equal attitude rather than suppressing them as teachers. Moreover, with poor ability to resist pressure and inaccurate self-cognition and positioning, they are affected by the foreign culture brought by the popularity of the Internet, making them easily detours on the road of growth. Therefore, strengthening the education of red culture and learning the revolutionary spirit are conducive to forming a correct world outlook, outlook on life and values, and enhancing the party spirit is conducive to helping the students become promising young people. Besides, red culture is the precious wealth left to us by countless Communists. Following the footsteps of the revolutionary ancestors and reviewing their events are more conducive for students to understand their mission and responsibility, so as to cultivate college students to establish correct ideas, lofty ideals and good moral cultivation, keep pace with the times and share a common destiny with China.

4. Ways of Integrating Red Culture into Ideological and Political Education of Art College Students

4.1. Innovate Teaching Methods of Ideological and Political Education

Art colleges and universities shall pay attention to innovating the teaching methods in the process of red culture education under the new situation. In the professional teaching of art colleges and universities, many classic art works contain red culture. In the ideological and political education classroom, relevant red works shall be selected in combination with students' major background to realize the effective combination of ideological and political courses with major courses and unify the theoretical basis with practice. As a teacher, we shall actively teach through practice, such as combining ideological and political courses with major courses, taking the First Lesson of School as an opportunity, taking the historical story as the main line, taking the red classic literary works as the starting point and inviting professional teachers of vocal music to the ideological and political class to make students better and faster master the ideological and political and revolutionary history knowledge by singing red classic songs and other forms or taking the National Day as an opportunity to carry out the concert tour of *My People, My Country* at the grass-roots level. We shall also serve the people, inherit the red spirit, spread the voice of the times, sing patriotic songs, unite people, enhance unity, gather positive energy for the great rejuvenation of the Chinese nation and continuously enhance the effect of ideological and political education by singing classic songs familiar to people, such as *My People, My Country, Don't Forget the Heart, Love of the Republic, My Motherland, My Favorite and We Walk on the Road*. Besides, we shall organize college students to go to red bases, red relics, red museums and other practical activities to carry out practical activities such as red culture going to the countryside, volunteer teaching in red land, and research in old revolutionary areas and experience the red culture to allow students experience the hard life during the revolutionary war in the personal experience of wearing military uniforms and hats, carrying grain bags and eating coarse grain, so as to edify their thoughts, consolidate their beliefs and strengthen their party spirit. Moreover, we shall change the previous traditional single teaching methods, but 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 and cultivate students' mind imperceptibly to continuously improve the effectiveness of ideological and political education and red culture education.

4.2. Build an Interactive Platform Between Red Culture and Colleges and Universities

Network, the main media in today's society, is not inferior to television, newspapers and radio. Compared with the past media methods, network is significantly characterized by large amount of information, fast speed of transmission and wide coverage. Due to local differences, the competent education department can take advantage of the Internet, a platform relied on by college students, to implement an education model close to students according to the development characteristics of each university, create a red education exchange and interaction platform, create a red culture practice base, etc., give full play to the advantages of local red culture resources, dig deep into the connotation in combination with the location and build a "content engine" of the red culture education base to provide content support for college students' party spirit training. The use of the red culture network platform is not limited by time and space, so there is no regional difference between the South and the north, and they can share the red culture. Through the network platform, students can communicate online with teachers and other students anytime and anywhere, share their experiences and insights, consolidate and review with the fragmented time, and think more deeply about the connotation of red gene in

combination with the hot issues in today's society, so as to maximize the learning effect of red gene and spread the red gene to all aspects of students' life and learning.

Traditional teaching materials and handouts constituting the whole content of the dissemination of red culture in colleges and universities obviously cannot adapt to the development and progress of the times. Now, we can establish a cooperation mechanism with red scenic spots and party history education bases, interact, empathize, create an "experience space" of red culture education base, and provide an institutionalized and normalized practice platform for the exercise of college students' party spirit. All colleges and universities and local governments shall jointly set up red cultural resource bases to bring the connotation and spirit of red cultural resources into the campus, bring the red spirit into the "youth Marxism training project", carry out red theme activities, and enhance the combination of theoretical education with practice. While paying attention to ideological and political education, college students shall deeply understand the core and rich connotation of red culture. The rise of new media technology has also promoted the organic combination of Internet media with red culture in colleges and universities. Therefore, colleges and universities shall not only let students know more about red culture through new media such as short videos and official accounts, but also work closely with local governments to create interesting forms that students are willing to accept, make new media become the most interesting way and the most vivid stage to spread the connotation of red culture. For example, we can use the official Weibo, public account, Tik Tok and QQ group as a new platform for the dissemination of red culture to regularly or irregularly push red-themed articles and documentaries.

4.3. Establish a Comprehensive Evaluation Mechanism for Red Culture Education

Although the academic circles have continuously strengthened the importance of ideological and political education in recent years, there is often a lack of specific effect evaluation mechanism, which leads to the formality of some ideological and political education processes. Therefore, art colleges and universities are required to establish a complete set of systematic comprehensive evaluation system, with relevant departments, teachers, students and other relevant subjects included. At the same time, red culture education is regarded as one of the important items of the evaluation system, the learning elements of red party history are systematically integrated into the learning group training, the original evaluation mechanism of examination scores is broken through and score is weighted by integrating students' classroom performance, extracurricular red subject education, behavior and ideological quality to encourage students to constantly pay attention to red culture, take red culture as the most important part of their study and life, and take the assessment results as an important basis for individuals or teams to select and promote advanced models. At the same time, we should also give full play to the main role of students, encourage students to evaluate the ideological and political education activities carried out at school and the implementation process of red culture education, urge teachers to constantly strengthen their own teaching quality, actively improve teaching methods, and avoid red culture education becoming a mere formality.

4.4. Combine Multimedia to Show the Charm of Red Culture

Make use of the Internet, give full play to the advantages of technology in today's era, be student-oriented, give full play to the dominant position of students in the classroom, give full play to the advantages of students in technology, and form a good

two-way interaction between teachers and students in the classroom. In addition, promote the development of online red culture education, make effective use of advanced technology in the era of big data, improve the utilization of online education and teaching platforms such as “xuexi.cn”, “zybang.com” and “imooc.com”, enrich classroom forms by means of multimedia, short video, music and art, and form a multi-party interconnected red culture education and research system in colleges and universities, gradually improve the specialization and accuracy of the system and improve the teaching quality. Moreover, transform the “past and present lives” of the 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; 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. What’s more, build a new way of party history publicity and education integrating words, sounds and images, show the charm of red culture in multiple dimensions, improve the attractiveness of the classroom, and enhance the enthusiasm and participation of students.

4.5. Link Theory with Practice and Improve Social Practice Channels

Only when young college students are honed in social practice can they be tough and make great achievements. Therefore, social practice is an important channel for college students to achieve all-round development. We can combine the actual situation and use our spare time to organize college students to visit the red places as much as possible and be personally on the scene to feel the strong will of the older generation of revolutionaries and feel that today’s happy life is not easy to come by. Besides, we can lead college students to visit the red education base, organize students to visit Yan’an, go to the revolutionary base, personally experience the hard life and self-reliance spirit of the Communists represented by Mao Zedong, experience the spirit of arduous 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. After the visit, we can ask students to carry out follow-up investigation and research in combination with their own interests, and organize students to carry out community activities such as reading famous works, praising classics, learning red culture and enjoying red culture, so as to baptize students’ thoughts and souls, enrich their life and learning experience, and consolidate the effect of learning. In addition, we can organize some students to participate in social service activities as volunteers, such as sending a bottle of water to sanitation workers and helping the old cross the road, to let them personally experience the happiness of being willing to contribute and help others, combine their professional knowledge to serve others, cultivate a sense of social responsibility and team consciousness, establish the concept of lifelong learning for the realization of the Chinese dream of the great rejuvenation of the Chinese nation, and strive for the cause of communism for life through the social practice activities.

5. Conclusions

Red culture is the unity of material culture and spiritual culture, which contains the firm position, tenacious will, glorious tradition and fine style of the Chinese Communists and plays an important role in ideological and political education of college students. Art students can more deeply understand the spirit and connotation of red culture, establish a correct outlook on life and values, improve their ideological consciousness, and promote the vigorous development of education by deeply integrating the red culture with the class content of ideological and political education, and on the basis of innovating the content and methods of ideological and political education.

Conflicts of Interest

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