

Research on the Practical Path of Empowering College Counselors and Famous Teachers' Studio Construction with Local Red Culture

Yao Wang^{1*}

¹ School of Liberal Arts, Tonghua Normal University, Tonghua, China

*Correspondence: Yao Wang

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Abstract:

The local red culture carries the revolutionary spirit and educational genes of the region, providing a unique empowerment carrier for the construction of college counselor and teacher studios. This article is based on the development needs of ideological and political education in universities, defining the core connotations and compatibility between local red culture and counselor teacher studios. From the perspectives of educational efficacy, team building, and brand shaping, this paper analyzes the empowering value of local red culture. It proposes implementation measures such as resource integration, institutional safeguards, and talent support, providing a pathway reference for the deep integration of local red culture with mentor-led model studios, thereby facilitating their development.

Keywords:

Local Red Culture, College Counselors, Famous Teacher Studio, Empowerment Path

1. Introduction

The College Counselor Master Studio is a key platform for cultivating a team of counselors with outstanding abilities and improving the quality of ideological and political education. At present, some studios have exposed situations such as insufficient construction content, unclear educational characteristics, and weak team cohesion. Local red culture is the essence product of revolutionary history and spirit within the region, which contains core spiritual elements such as firm belief and serving the people. It has a high degree of compatibility with the mission of educating people undertaken by counselors. If local red culture is integrated into the construction of the studio, it can not only enrich the spiritual connotation of the studio, but also enhance the political literacy of the counselor. Exploring the practical path of integrating the two is of great significance for promoting high-quality development of studios and enhancing the educational ability of counselors.

2. Analysis of Core Connotation and Compatibility

2.1. The Contemporary Connotation of Local Red Culture

In a specific geographical area, local red culture is a comprehensive collection of spiritual wealth and material carriers formed during periods of revolution, construction, and reform. It covers key elements such as revolutionary sites, deeds left by heroes, and spiritual traditions. The spiritual core of this culture is mainly reflected in the political character of loyalty to the Party, the concept of serving the masses, the fighting spirit of overcoming difficulties, and significant regional and practical characteristics. In the context of the new era, local red culture has been endowed with new forms of presentation, such as red research bases and digital red resources. At this time, it has become a vivid and valuable textbook for universities to carry out ideological and political education, providing spiritual nourishment and content support for the construction of counselor studios.

2.2. Construction Goals of Counselor Teacher Studio

The College Counselor Master Studio takes cultivating backbone counselors and innovative education models as its core goals, and shoulders responsibilities such as team building, research projects, and consulting services. The focus of its construction covers three aspects: in terms of ideological and political guidance, improving the political position and educational responsibility of counselors; In terms of improving professional abilities, enhance the theoretical research and practical innovation abilities of counselors; In terms of demonstrating radiation, create replicable educational experiences and promote them. The key value of the studio lies in shaping a group of counselors with high political literacy, excellent professional skills, strict discipline requirements, and a positive work style, providing solid and effective support for ideological and political education in higher education institutions.

2.3. Intrinsic compatibility between the two

The alignment of value goals constitutes the core foundation. The educational value contained in local red culture is highly consistent with the goal of the studio's ideological and political guidance, both of which are guided by the cultivation of new era talents who can undertake the major mission of national rejuvenation. The alignment of the demand for ability enhancement has become a prerequisite for practice. The practical wisdom contained in local red culture can help counselors enhance their communication, guidance, crisis management, and other abilities, which are in line with the professional ability training goals set by the studio. The alignment of cultural heritage mission serves as a spiritual bond. As a key place for cultural inheritance, the counselor's studio can significantly enhance the affinity of cultural dissemination due to the regional closeness of local red culture, achieving the unity of "regional cultural inheritance" and "fulfilling the mission of educating people".

3. The Empowering Value of Red Culture in Two Regions

3.1. Enhancing the effectiveness of studio education

The studio can obtain highly dynamic educational materials from local red culture and integrate red stories with regional characteristics into ideological and political education. For example, using stories of revolutionary predecessors carrying ideals and beliefs and striving for them to carry out themed educational activities can enhance the infectivity and persuasiveness of education. Design practical activities based on local red resources, organize students to visit red sites on site, and actively participate in red volunteer service activities. Throughout the entire activity, the

counselor provided guidance from beginning to end, achieving the synchronous promotion of the two goals of “educators receiving education first” and “deepening educational practice”. The mass line ideology contained in the red culture can encourage counselors to optimize the way of educating students, make the education work fit the actual ideological situation of students, and improve the accuracy of education.

3.2. Strengthen the cohesion of the studio team

The spiritual core contained in local red culture has the ability to unite team consensus. Taking the spirit of dedication, collaboration, and other local red spirits as the core guiding principles of the studio, to guide counselors in building a common pursuit of values. By conducting red themed team building activities such as reading red classics and sharing revolutionary stories, we aim to promote ideological exchanges and emotional resonance among counselors. In the process of research and project tackling, the spirit of struggle contained in red culture is used to motivate the team to overcome difficulties and obstacles, cultivate the counselor's sense of collaboration and responsibility, and enhance the cohesion and combat effectiveness of the studio.

3.3. Shaping the Studio's Distinctive Brand

The regional exclusive characteristics of local red culture can promote studios to build brands with distinctive features. By leveraging regional red resources to create distinctive educational projects, such as the “Red Original Aspiration” cultivation plan based on the red resources of old areas, and the “Craftsmanship Spirit” inheritance activity supported by the red resources of industrial bases, the studio can showcase its unique features on similar platforms. Integrating red culture into the production process of the studio's achievements, conceptualizing research reports on red themes, summarizing educational cases, etc., to enhance the studio's academic influence and demonstration significance. Creating a distinctive brand can attract high-quality resources to gather together, laying a solid foundation for the long-term development of the studio.

4. The Practical Path of Empowering Red Culture in Three Regions

4.1. Cultural Integration Module: Building a Red Culture Infiltration System

The infiltration of ideas promotes the establishment of the spiritual core. Incorporate the distinctive local red spirit into the construction concept of the studio, such as clearly defining the studio's purpose with characteristics that highlight the red connotation, such as “loyalty and responsibility” and “pragmatic innovation”. At the same time, incorporating red elements into the studio's logo and various regulations actively creates a strong and infectious red cultural atmosphere. The studio will regularly carry out thematic learning activities on red culture, specifically inviting experts with in-depth research on local party history to explain the revolutionary history of the region in detail. Then, counselors will be organized to carefully write their reflections and experiences on learning, achieving the goal of truly immersing the red spirit in the heart and integrating it into thought.

Institutional embedding ensures the long-term promotion is guaranteed. To establish a red culture learning system, the study of local red culture should be included in the training plan for studio members, and the frequency of learning and

assessment standards should be clearly determined. It is necessary to establish relevant systems for red education practice, requiring the studio to take the lead in organizing educational activities with red themes every year, and to use the results of the activities as a key indicator for member assessment. A system for sharing red resources should be established, in collaboration with local cultural and tourism departments and party history research institutions, to jointly create a red resource library for the studio and provide support for sustained empowerment.

Activity carriers help strengthen practical perception. Build an activity framework of “Red Study+”, arrange counselors to go to local red sites to carry out study activities, so that they can truly appreciate the spirit of revolution on site. Carry out the “Red Stories into Campus” activity, where members of the studio lead students to choreograph red themed sitcoms and share the content of red stories. Organize a workshop with the theme of red education, focusing on the application of local red culture in the field of education, and form an educational plan that can be practically implemented.

4.2. Capability Enhancement Module: Creating a Red Empowerment Training System

The cultivation of political literacy can lay a solid foundation for ideology. By leveraging the red culture embedded in the local area, political ability training is carried out, and by combining red party courses with on-site teaching, the political judgment ability, political comprehension ability, and political execution ability of counselors are improved. Arrange counselors to participate in research projects on local red culture, explore ideological and political education elements in red culture, and strengthen counselors’ theoretical interpretation and political leadership abilities.

The improvement of educational ability can enhance practical skills. By leveraging the red resources contained in the local area, develop a case library for educating people, and organize members of the studio to design class meeting plans and psychological counseling methods with a red theme as the core, in order to enhance the design ability of theme education. Carry out skill competitions related to red education, including red story explanations and red themed class meetings, to promote learning and enhance the expression and organizational abilities of counselors through competitions. Invite outstanding counselors to share their experience in educating people in the red, and establish a training mechanism of “passing on knowledge and guidance”.

Improving research capabilities can produce high-quality results. The research direction centered on “Educating through Red Culture” focuses on the integration of local red culture with ideological guidance and value shaping among college students, actively applying for research projects at various levels. A red culture research team was established to conduct regular seminars, produce high-quality papers and educational reports, and transform research findings into curricula and practical programs for educational purposes.

4.3. Achievement Conversion Module: Building a Red Education Radiation System

The studio systematically organizes its research findings on red culture-based education, compiling them into a series of research reports and paper collections. These materials are then disseminated through academic journals, seminars, and other platforms. Collaborating with local universities, the studio co-authors the *Textbook on*

Local Red Culture-Based Education, providing practical teaching materials for counselors to implement red culture education. Additionally, the studio establishes a platform for theoretical exchange on red culture education, inviting experts and scholars from both provincial and external institutions to participate in discussion activities, thereby enhancing its academic influence.

The transformation of practical achievements can effectively enhance the actual effectiveness of education. Promote the red themed education program and activity cases developed by the studio throughout the entire school and even larger areas, and organize exemplary red education activities. Create distinctive “red education brand projects”, such as red volunteer service activities, red cultural club guidance work, etc., to form a stable education carrier. Establish a mechanism for feedback on achievements, collect feedback information through methods such as student interviews and questionnaire surveys, and continuously improve the red education practice plan.

The radiation conversion of resources can promote overall development and progress. Fully leverage the exemplary and leading role of the studio, and engage in sharing and cooperation of red resources with other counselor studios on campus and sister colleges outside the campus. Carry out targeted red education training activities for new counselors, and share the studio’s construction experience and practical achievements. Collaborate with relevant local departments to carry out activities that promote the entry of red culture into schools and communities, expand the coverage of red education, and enhance its influence.

5. Guarantee Measures for Empowering Local Red Culture

5.1. Resource Integration Guarantee: Building a Multi party Collaborative Mechanism

At the university level, we will vigorously increase resource investment and establish a special fund for studios dedicated to the construction of red culture. This fund can be used for multiple purposes, including detailed development of red resources, active implementation of educational research activities, and extensive promotion of related achievements. Universities also need to establish an effective mechanism for campus local cooperation, and sign cooperation agreements with relevant departments and institutions such as the Party History Research Office, Cultural and Tourism Bureau, and Revolutionary Memorial Hall at the local level. Through this cooperation, we will jointly build a red education practice base and achieve the sharing of resources such as red literature and oral historical materials. At the same time, to promote the linkage of various resources on campus, universities need to coordinate the professional expert forces of departments such as the School of Marxism and the School of History and Culture, so that experts can provide professional and targeted academic guidance for studios..

5.2. Mechanism construction guarantee: Improve the long-term operation system

Establish an assessment and incentive mechanism, incorporating the achievements of red education into the assessment and evaluation system of the studio and members, and commending and rewarding outstanding members. Establish a sound cooperation and sharing mechanism, clearly define the division of power and responsibilities between studios and local cooperative units, and create a collaborative model of resource sharing and collaborative research of achievements. Establish a dynamic

optimization mechanism, regularly evaluate the effectiveness of empowering red culture, adjust the content and methods of empowerment according to the development of the times and the specific needs of students, and ensure that empowerment work is both targeted and effective.

5.3. Talent Support and Guarantee: Building a Professional Backbone Team

Train the backbone of the studio to carry out red education work, select counselors with excellent political literacy and a strong interest in red culture research, and allow them to participate in local red culture themed training and academic exchange activities. Build an off campus expert think tank system, invite local experts in party history and red culture scholars to serve as consultants for the studio, and provide professional guidance for the studio. Motivate studio members to engage in interdisciplinary learning, enabling them to take courses related to red culture, ideological and political education, and further enhance their professional abilities in carrying out red education work.

6. Conclusions

Relying on its unique spiritual connotation and significant regional advantages, local red culture can provide strong impetus for the construction of college counselor and teacher studios. By utilizing practical approaches such as cultural integration, skill enhancement, and achievement transformation, the studio can effectively enhance its educational effectiveness, team cohesion, and brand influence. Implementing measures such as resource integration, mechanism construction, and talent support can ensure the long-term promotion of empowerment work. In the future, it is necessary to deepen the collaborative cooperation between schools and local areas, promote the deep integration of red culture and studio construction, and enable local red culture to play an important role in the construction of counselor teams and ideological and political education, helping universities cultivate more new people who meet the needs of the times.

Conflicts of Interest

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