

The Value Implication, Practical Dilemma and Innovation Path of Red Culture in Strengthening College Students' Cultural Confidence

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Abstract. "Culture rejuvenates the country and makes the nation strong", as an important part of the culture of the new era, the red culture is an important supporting point to strengthen college students' cultural confidence. It is the joint creation of the Chinese people in the long-term revolutionary struggle. It is the culture that connects the essence of Marxist thought with the essence of Chinese excellent traditional culture and constantly endows Chinese characteristics. In terms of value implication, red culture can enhance college students' morale, backbone and bottom line; From the realistic predicament, there are still some problems in red culture, such as insufficient resource mining; In order to better play the role and function of red culture in ideological and political education in strengthening college students' cultural confidence, this paper puts forward countermeasures and suggestions from the aspects of improving teachers' ability to educate people, innovating work paths, etc., aiming to improve college students' ability to educate people in red, and constantly enhance college students' cultural confidence.

Keywords: Red Culture; Cultural Confidence; Innovation Path.

1. Introduction

"Culture rejuvenates the country, culture strengthens the nation, and culture strengthens the nation." Culture contains a unique concept, wisdom, generosity, and charm of a country or a nation, and is a spiritual gene naturally integrated into the heart of everyone. Cultural confidence can highlight the recognition of traditional culture and inherent value by the country and nation, and can also stimulate the impetus to promote cultural development.

As an important part of the culture of the new era, red culture is an important supporting point to strengthen cultural confidence. It is the joint creation of the Chinese people in the long-term revolutionary struggle. It is the culture that connects the essence of Marxist thought with the essence of Chinese excellent traditional culture and constantly endows Chinese characteristics. In a narrow sense, red culture is a revolutionary culture. In a broad sense, red culture is the sum of the material culture and spiritual culture created by the Chinese people under the leadership of the CPC during the revolutionary war years and the period of peace building. Red culture originates from Chinese traditional culture. Red culture contains the essence of national traditional culture. For example, the patriotism in red culture is the reconstruction of traditional family and country feelings. Red culture began to sprout and develop in the revolutionary period, and the emerging red boat spirit became the spiritual core of red culture. In the new era, red culture has been further developed. For example, the spirit of the times with reform and innovation as the core is an important card of socialist culture in the new era. Red culture still has the power of endless growth.

A strong youth makes a strong country. To forge a new era, a new generation of young college students shoulder the important task of promoting socialist modernization and the historical mission of realizing the great rejuvenation of the Chinese nation. Therefore, colleges and universities should innovate the path of educating people, carry out red culture education, constantly enhance college students' morale, backbone and confidence, guide young people to continue the red blood, inherit the red gene, strengthen cultural confidence, and strive to become new people of the times.

2. The Value Implication of Red Culture in the New Era in Strengthening the Cultural Confidence of College Students

(1) Enhance the aspiration of college students

"Chi, meaning" is interpreted as the direction of the heart in Shuowen Jiezi. Ambition is the ideal and goal to pursue, and qi is a force that can express the spiritual state of people's hearts. Ambition is the determination and courage to pursue ideals and beliefs.

Red culture records the journey of generations of revolutionary ancestors in pursuit of truth. It contains the spirit and tolerance of the Chinese nation in pursuit of ideals. It is an important source of enhancing college students' morale and a solid foundation for building cultural confidence. In the new democratic period, the CPC fought hard and indomitable, and started the journey of exploring national salvation. "Look at the future of Globegroup, it must be a world of red flags!" Li Dazhao brings hope to the scarred land of China, and is not afraid of the reactionary forces such as warlords and chaebol, and becomes the sower of Marxism. "The enemy can only cut down our heads, and never shake our faith!" Fang Zhimin took an active part in the May 4th Patriotic Movement and became the vanguard of anti imperialism and anti feudalism. With his practical actions, he explained that "ideals and beliefs are higher than the sky" and that "it doesn't matter if you cut your head, as long as your doctrine is true. Kill Xia Minghan and others later!" In the face of torture, Xia Minghan vowed to die and died bravely for his ideals and beliefs. The red culture embodies the Communists' unswerving commitment to ideals and beliefs, their perseverance to hardships, and their selfless dedication to the people. Strengthening the education of red culture is the way to strengthen students' aspiration and strengthen their ideals and beliefs; It is also an important part of the new era to gather the strength of youth, stimulate young people to become great talents and assume great responsibilities, and realize the great rejuvenation of the Chinese nation.

(2) Strengthen the backbone of college students

"People can't stand without spirit, and countries can't be strong without spirit". Red culture contains a spiritual pedigree of integrity and unyielding, reflecting the spirit of "overcoming difficulties and fighting risks bravely". During the revolutionary period, the revolutionary ancestors practiced the struggle spirit of "making sacrifices and daring to teach the sun and the moon to change the sky" with sweat, youth and life; During the period of socialist revolution and construction, the spirit of "two bombs and one star" and the spirit of iron man emerged; During the period of reform and opening up and socialist construction, the spirit of reform and opening up and the spirit of manned space flight emerged; During the period of socialism with Chinese characteristics in the new era, great anti epidemic spirit and Winter Olympics spirit emerged. These spiritual lineages illustrate the courage of generation after generation of young people who are not afraid of difficulties and challenges, and show their integrity and courage to fight. Under the leadership of the CPC, Chinese youth grow, develop and contribute in the struggle.

The spiritual pedigree contained in the red culture has strong spiritual appeal and clear ideological and political guiding force, and can play a strong ideological leading role in college education. Red culture education can help young people in the new era inherit and develop the socialist culture with Chinese characteristics, and enhance their sense of identity with the core socialist values. In the face of new situations and changes, we have the backbone of not fearing challenges, temper our fighting skills, and renew the vitality of innovation and creation.

(3) Strengthen the confidence of college students

Cultural confidence is a more fundamental, broader and deeper confidence. Red culture is an integral part of the traditional culture of the Chinese nation and the product of the combination of Marxist theory and Chinese practice. From the perspective of theoretical logic, looking back on the hundred year history, the CPC has combined Marxist theory with China's reality, formed a socialist road and theoretical system with Chinese characteristics, provided a solid theoretical guidance for China's revolution, construction, reform and other periods, and established a new path of Chinese style socialist modernization. From the perspective of realistic logic, the formation process of red culture reflects a country's gradual development from a cultural background of inferiority and

confidence to independence, liberation, confidence and self-improvement. The red culture is conducive to cultivating college students' confidence in the road, theory, system and culture. Therefore, we should adhere to the red culture to educate people, guide young people to arm their minds with the latest achievements of Marxism in China, firmly establish a dialectical materialism and historical materialism world outlook and methodology, and be confident and adhere to Marxist beliefs and communist ideals.

3. The Practical Predicament of Red Culture in the New Era in the Cultivation of College Students' Cultural Confidence

(1) The timeliness of red culture education is low. First, the textbooks are not systematic. The red resources in textbooks are usually fragmented, the content is not updated timely, there is no new perspective and connotation in the content, and the red resources are not excavated deeply enough to attract college students' interest. Second, the way of expression is unitary. Although the red resources in various regions have been fully developed, the red culture education in colleges and universities lacks effective integration and utilization with the red platform. The red culture education in colleges and universities mainly focuses on ideological and political courses. The traditional classroom teaching mode is generally limited to the teaching of theoretical courses. The monotonous way of saying lessons weakens the students' sense of participation and interaction. Third, the supporting facilities are insufficient. Restricted by insufficient funds, some universities are difficult to improve the Red Culture Education Base and supporting measures. Fourth, the red culture education and teaching are not complementary. When some teachers face the red culture education, they have different degrees of skill panic, and do not know how to better integrate the red education into the curriculum design and teaching.

(2) The impact of western mainstream thoughts. With the development of globalization and the progress of the Internet, western cultural trends have had a certain impact on college students' values and behavior. Some students are still immature in their values and lack of rational judgment, which may lead to deviations in their values and beliefs, blind worship of western culture, and failure to correctly handle the crisis caused by multicultural conflicts, which greatly affects their confidence in national culture. For example, they highly value western festivals, are keen to celebrate "Christmas", "April Fool's Day", and even breed a mentality of comparison. They do not pay enough attention to China's traditional culture and red culture.

(3) College students lack the sense of identification with the red culture. With the improvement of social, economic and cultural level, the living conditions of college students are superior, the living environment is harmonious and stable, and college students do not need to worry about food, clothing, housing and transportation. Therefore, some college students can not sympathize with the hard struggle of their predecessors during the revolutionary period, lack the recognition of the red culture, lack the understanding of the role of socialist advanced culture and its development laws, and they have selfless dedication. The spirit of hard struggle is questioned, and the idea of money first and hedonism is advocated.

4. The Innovative Path of the New Era Red Culture into the Cultivation of College Students' Cultural Confidence

(1) Mining red resources. Colleges and universities should dig deep into the red cultural resources in their regions. Red resources can be divided into three categories: first, revolutionary sites and physical objects. Such as the Guangzhou Uprising Memorial Hall, the 1911 Revolution Memorial Hall, etc; Second, revolutionary materials and documents. Such as revolutionary theory, political program, party and government policies, etc; The third is spirit and thought. Such as the spirit of Party building, the spirit of the Long March, the spirit of Xibanpo, etc. Therefore, colleges and universities should fully explore the red resources in their areas and do a good job in sorting out and presenting

the red resources. On the one hand, we should fully tap the red resources around us, pay attention to the profound connotation behind important historical events and historical figures, discover details and highlights, and constantly enrich the socialist culture with Chinese characteristics, so that the red culture can be introduced into textbooks and classrooms, and the design content can be more consistent with the cognitive characteristics of college students. On the other hand, to enrich the carrier of practical teaching, colleges and universities should make good use of local red culture resources, and use their spare time to organize students to visit red scenic spots and red education bases, so that students can feel the charm of red culture through practical experience.

(2) Guide students to treat different cultures correctly. Guide students to treat western culture and ideas with a rational and scientific attitude. We should neither worship foreign things, nor accept them, nor deny them. On the one hand, we should guide college students to actively learn and learn from western advanced technologies and concepts; On the other hand, we should also guide college students to treat western entertainment ideas too soberly. Cultivate students' ability of thinking and learning. At the same time, guide students to mainly understand Chinese traditional culture and red culture, and strengthen cultural confidence.

(3) Improve teachers' ability to educate people. First, we should improve our political position, consciously cultivate and improve our political acumen and political accomplishment, clarify our mission in the process of enhancing college students' cultural confidence, actively enhance our sense of identity with red culture, and actively promote the integration of red culture and curriculum. Second, improve the ability of educating people. Follow the law of ideological and political education in colleges and universities, give full play to the role of ideological and political courses as the main channel, promote the organic combination of ideological and political education and red culture education in colleges and universities, integrate red culture into the courses and textbooks of ideological and political theory courses and philosophy and social science courses, and take the initiative to tell the story of red culture. To tell the story of red culture "true", college teachers should grasp the principle of truth and integrity to present history and figures when tapping red cultural resources. Tell the story of red culture "live", reject the simplified teaching method, overcome the single narrative style, explore new teaching methods, such as case teaching, group teaching, etc., and enrich the classroom atmosphere. Tell the red story "deep", actively explore the typical red culture materials, publicize the outstanding achievements of the socialist spiritual civilization construction, and pay attention to adaptability and pertinence. At the same time, we should seize the opportunity, combine the current international situation and social background, and carry out red culture education according to the time.

(4) Innovative work path. First, give play to the advantages of new media. Integrate red culture into new media platforms, such as creating red education websites, WeChat, and official account, make full use of the advantages of network resources, create classic red culture propaganda works, increase the publicity of red culture, and mobilize the enthusiasm of college students. Dig and present red cultural resources by digital means, promote the expression of red culture to be more vivid and vivid, and attract college students' interest. For example, VR technology is used to lead students to visit the Red Revolution Base, enhance the students' sense of experience and interaction, and promote students from passive learning to active learning. Second, give play to the advantages of the campus culture platform. Enrich the transmission channels of red culture, carry out diversified red campus cultural activities, such as singing red songs, performing red dramas, etc., promote the integration of explicit and implicit education, carry out red cultural activities relying on the important anniversary, enhance college students' recognition of red culture, and enhance cultural confidence. The third is to build a big classroom for social red culture education. Actively integrate the red culture into family education and social education to form a working force.

5. Conclusion

Culture is the soul of a nation. The report of the 20th National Congress of the Communist Party of China proposed that we should build a socialist ideology with strong cohesion and leadership. Colleges and universities are the main positions for cultural inheritance, shouldering the task of cultivating talents capable of undertaking the task of national rejuvenation. In the new era, the golden age of college students' life is highly consistent with the realization of the goal of "the second century". It is more important to strengthen college students' cultural confidence. Colleges and universities should strengthen the education of red culture, guide college students to strengthen their cultural confidence, keep the red gene, and consciously become the propagator and practitioner of red culture.

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