ISSN: 2710-0170

Exploring Red Education Communication in a Contrasting Perspective by Retracing the Long March as an Example

-- Taking Red Cities as an Example

Kangping Meng, Jinyue Zhang, Sihan Wu, Shuhao Le, Yunsheng Zhou

Hubei University, Wuhan, Hubei 430062, China

Abstract

Patriotism is the deep emotion for the motherland and people accumulated by the Chinese nation for thousands of years, and is the spiritual core of the Chinese nation. Standing at the new historical starting point, the patriotism education of youth should grasp the essence of patriotism scientifically with the broad vision of historical materialism closely following the characteristics of the times. The spirit of the Long March is an important part of the spiritual genealogy of the Chinese Communists, which contains a deep patriotic spirit and is a valuable spiritual treasure of our Party. This study attempts to conduct an exploratory analysis of red education dissemination methods in a contrasting perspective. The study takes retracing the Long March Road as an example and combines various survey methods to study red education dissemination methods in the new era. The team visited the red nodes in the field and revisited the revolutionary years to achieve the purpose of "promoting the main theme in a way that is appealing to young people". The team has accomplished the innovation of patriotic education paths from "consolidation" to "enlightenment" - to continue the red cultural bloodline.

Keywords

Contrasting Perspective; Red Education; Patriotism; Retracing the Long March.

1. Introduction

1.1. Purpose of the Study

To retrace the Long March of the Red Army and carry forward the main theme of redness. The research team of "Restart" combined with the current situation of patriotic education for young people, took the Long March Road as a carrier, determined the evaluation criteria of red nodes in the 25,000-mile Long March according to the national standard of "Tourism Resources Classification, Investigation and Evaluation", and rated them according to the evaluation system of "Total Factor Comprehensive Evaluation System". The evaluation system is based on the "Total Factor Comprehensive Evaluation System". The evaluation system is based on the "Shared Factor Comprehensive Evaluation System". The evaluation index system of effective linkage between poverty eradication and rural revitalization during the 14th Five-Year Plan period" is used to build a concrete implementation framework for comparing the past and the present. By comparing the development of important cities on the Long March, we can feel the changes of the motherland, explore the endogenous value of red culture, promote the dissemination of red culture, promote patriotism in a popular way among young people, help promote patriotic education in the new era, consolidate and open up the path of patriotic education for young people nowadays, and continue the bloodline of red culture.

ISSN: 2710-0170

1.2. Research Status

1.2.1. Current Situation of Youth Red Education

Red education for Chinese youth is still an important part of China's education system, aiming to cultivate youth loyalty and patriotism to the Party and the country. This includes teaching about the history of the Communist Party of China and the People's Republic of China in school curricula, as well as encouraging youth to participate in various red activities and red organizations. However, in recent years, the Chinese government has paid less attention to and invested in red education, so it is imperative to provide patriotic education in a way that is enjoyable to young people and increases the sense of national honor. This project adopts a new model for patriotic education to provide new ideas for the future of patriotic education for young people in China and contribute team wisdom to the new era of patriotic education model.

1.2.2. Problems of Patriotism Education Nowadays

(1) The content focuses on theoretical education, neglects practicality and has a tendency to be programmed.

At the present stage, patriotism education activities are mostly based on telling historical stories and talking about theoretical education, which only stay in textbooks and campuses, and the whole learning process of students shows the characteristics of receiving book knowledge - digesting and absorbing - exam feedback, which appears programmed and Passive tendency. Judging the learning effect of patriotism by scores is likely to cause patriotism education to focus on the mastery of book knowledge but not enough attention to the practical activities of fieldwork.

(2) The expression focuses on historical narrative, neglects contrast

Whether it is the patriotic education of Civics and Political Science textbooks or other subjects, the historical development of the Long March Revolutionary Zone is often portrayed more comprehensively, with emphasis on the portrayal of historical figures and the narration of historical events, while the contemporary development is often summarized in a general language, which is always stuck in the memory of the past for students, and the connection between the present and the past is not strong, causing many college students to have a strong understanding of the contemporary development of the old revolutionary zone. They think that these places are still as poor and backward as before, but they cannot recognize the development and progress of the revolutionary areas and the improvement of people's livelihood in all aspects.

(3) The form focuses on traditional teaching and ignores innovation

The existing forms of patriotic education are mostly carried out in the form of class lectures and lectures, site visits, songs and recitations, lacking creativity and showing a tendency of formalization. In addition, patriotism is mostly disseminated through mainstream media websites such as People's Daily, CCTV News and CCTV.com, while new media and new carriers that are popular with contemporary youth are neglected. At the same time, patriotism education is mostly top-down lecture style, emphasizing the explanation of knowledge, and the discourse is firmly in the hands of the narrator's perspective, which is not well decentralized. The perspective of the narrative is also mostly in the macro dimension, ignoring the micro dimension that reflects the progress of specific people's livelihood.

1.3. Research Objects

1.3.1. Theoretical Basis of Project Implementation

According to the research of Fang Shimin and Deng Lijuan (2013) and others, this paper intends to reclassify red nodes and construct a new type of red node evaluation assignment criteria by learning from the research of Fang Shimin and others to build a hierarchical evaluation system of red nodes under the premise of classification. The evaluation criteria of red nodes are

ISSN: 2710-0170

appropriately adjusted according to the characteristics of red nodes. In this evaluation criterion, Fang Shimin et al. removed "ornamental recreation use value" and "degree of rarity and exoticism", and replaced them with "social emotional value" and "economic value" closely related to the Long March nodes. "and "economic value". The specific score values are shown in Tables 1 and 2, in which "historical and cultural value" and "social and emotional value" account for 55% of the total score, which fully illustrates the important role of historical and cultural value and social and emotional value in the Long March nodes; "Economic value" accounts for 15%, which means that economic value is not the most important in the evaluation of red nodes, which is conducive to guiding people to form a new understanding of the Long March nodes.

1.3.2. Research Route

The research route of this project is divided into two main parts: literature research and field research. In the literature research phase, the team studied the national policies and local policy orientations, researched the advanced experiences and feasible paths for reference in the existing literature, and formed a literature review by integrating the suggested and scientific working methods in the literature to comprehensively clarify the national policy orientation tendencies, the learnable and feasible parts of the advanced experiences, and provided guidelines and help for the field research through the research review of research methods. In the field research phase, the team conducted research through the field.

In the field research stage, the team investigated the current development situation of the region, visited the existing operation mechanism and actual results, collected historical photos of important node cities, and conducted a multi-dimensional comparison between the present and the past in the context of the current development situation, so as to feel the changes in the country's sea and sea, and appreciate the red spirit and history while further witnessing the development of the country.

1.4. Research Value

1.4.1. Cultural Value: Promoting the Spirit of the Long March and Passing on a Century of Party History

Xi Jinping pointed out in his speech at the conference commemorating the 80th anniversary of the victory of the Red Army Long March that the Long March "is a lofty monument in the historical process of the great rejuvenation of the Chinese nation". In the realization of the great rejuvenation of the Chinese nation into a new era of the new long march, the old revolutionary areas of the Long March should take the lead in carrying forward the great spirit of the Long March, inherit the spiritual lineage of the Red Culture of the Long March, keep the political soul of the long march of the Chinese Communists, and renew the spirit of struggle and commitment of the majority of party members, cadres and people in the old revolutionary areas to overcome difficulties to win the completion of a moderately prosperous society. "The Long March, a great feat in human history, left us the most valuable spiritual wealth, is the great Long March spirit forged by the Chinese Communists and the Red Army generals with their lives and blood." General Secretary Xi Jinping pointed out profoundly: "The spirit of the Great Long March is the spirit of putting the fundamental interests of the people and the Chinese nation above all else, firmly believing in the ideals and beliefs of the revolution and the inevitable victory of the just cause; the spirit of saving the country and the people, not afraid of any hardship or danger, and not hesitating to pay all sacrifices; the spirit of insisting on independence, seeking truth from facts, and doing everything from the practical It is the spirit of independence, seeking truth from facts, and starting from reality; it is the spirit of considering the overall situation, strict discipline, and close unity.

ISSN: 2710-0170

1.4.2. Social Value: Boosting Patriotic Education for Youth and Singing the Main Theme of Red

General Secretary Xi Jinping stressed at the conference commemorating the 80th anniversary of the victory of the Red Army Long March that history is constantly moving forward, and to reach the ideal shore, we must keep moving along the path we have determined. Each generation has a long march for each generation, and each generation has to take its own long march. Today, the long march of our generation is to achieve the goal of "two hundred years" and realize the Chinese dream of great rejuvenation of the Chinese nation. The long march is always on the road. No matter how far our cause has developed, no matter how much we have achieved, we must vigorously carry forward the spirit of the Great Long March and continue to march forward on the new Long March. The spirit of the Long March is the spiritual wealth refined by the Communist Party of China and the Chinese people during the Long March, which has an important inspiration for modern people and has a profound impact on the patriotic education of young people.

1.4.3. Economic Value: Deepen the Construction Mode of "Red Cultural Tourism + Rural Revitalization

In April 2022, multiple departments jointly issued the Opinions on Promoting Cultural Industries to Empower Rural Revitalization, proposing that by 2025, an effective mechanism for cultural industries to empower rural revitalization will be basically established, excellent traditional local culture will be effectively activated, and rural cultural industries will be richly developed. Undoubtedly, as an important component of China's red culture, the valuable Long March spirit and red culture derived from the Party's Long March Road have always been the spiritual support for economic and social development, and their unique attributes of being widely distributed along the 25,000-mile Long March Road also provide resources and ideas for "tapping the multiple functions and values of the countryside". The unique attribute of its extensive distribution along the 25,000-mile Long March also provides resources and ideas for "tapping the multiple functions and values of the countryside. In the context of rural revitalization strategy, the innovative construction of "Red Culture Plus" on the 25,000-mile Long March Road is an important measure to help villages achieve new economic growth and help villagers get rid of poverty and become rich, and to promote the vigorous development of local cultural tourism industry and create a national civilized sanitary city, while bringing new opportunities for the sustainable development of Long March spirit and red culture. The project has distinct theoretical value and contemporary significance.

2. Activating Youth Patriotic Education in Innovative Construction

2.1. "Internet+" Provides an Opportunity for Patriotic Education of College Students

2.1.1. Analysis of the Current Situation of Patriotism Education of College Students in the Era of "Internet+"

The Internet is widely used among college students. Internet is the largest communication medium in the world, which greatly influences and changes the study life of college students. According to the 41st Statistical Report on the Development Status of China's Internet released by China Internet Network Information Center (CNNIC), as of December 2020, the scale of Chinese Internet users reached 772 million, and the Internet penetration rate reached 55.8%, an increase of 2.6 percentage points compared with the end of 2019.

2.1.2. Opportunities for Patriotism Education of College Students in the Era of "Internet+"

(1) Breaking the restrictions of patriotism education for college students

ISSN: 2710-0170

The traditional patriotism education activities for college students are basically conducted in the classroom, and educators teach and watch videos, and there is not much information available for communication and sharing. The "Internet+" era allows the dissemination of educational contents to break the restrictions of time and space, which is conducive to college students to know the latest information and the most immediate developments, and the access to these developments breaks the limitations of time and geography. The Internet has expanded the communication channels between college students and teachers and schools, and the classroom is no longer the only channel for education.

(2) Broadening the horizons of patriotic education for college students

Human beings have entered the information age, and the Internet, as the main tool for rapid dissemination of information, has changed the way of human cognition, broadened the space of patriotic education, enriched the content and resources of patriotic education, and widened the means and ways of patriotic education. At the same time, it also forces patriotic education to adapt to changes such as connecting everything, cross-border integration, respecting human nature, and emphasizing equality and openness in the "Internet+" era [1], conduct a large-scale emancipation of the mind, change the concept of education, deepen the understanding and application of the "Internet+", and tap into the "Internet+".

(3) Innovative Ways Of Patriotic Education for college students

In the era of "Internet+", with the continuous development of Internet information technology, the carriers for carrying and transmitting information are becoming more and more diverse. The rapid development of mobile Internet has further broadened the way of patriotic education and enhanced the fun and timeliness of patriotic education. This requires that patriotic education must adapt to the inevitable trend of modern technology development, and flexibly use information technology to enrich the way of patriotic education teaching, so that patriotic education becomes more attractive and influential.

(4) Improving the Effect Of Patriotic Education For College Students

The interactive and instantaneous nature of information dissemination in the era of "Internet+" makes patriotic education information more timely, and the Internet can update patriotic education contents at the first time, and also allows college students to understand and transmit national social information to each other at the first time, which provides a platform for college students to actively participate in national events and freely express their opinions. It provides a platform for students to actively participate in national affairs and express their opinions freely. In the era of "Internet+", the network platform is more widely used, and college students can express their views on national affairs and exchange their opinions on national development on the network platform, which is more conducive to college students' correct understanding of the current problems facing the development of the country and the nation, improve their sense of social responsibility, and enhance their sense of identity and belonging to the motherland. The use of Internet for patriotic education by college educators is conducive to enriching educational contents, improving educational methods, better cultivating their rational patriotic feelings, guiding their patriotic behaviors, and improving the actual effect of patriotic education [2].

2.2. Innovative Paths of Patriotism Education for Youth in the Era of "Internet +"

2.2.1. How to be Patriotic in the Era of "Internet +"

In January this year, the Ministry of Education issued the "Opinions on the Implementation of In-depth Patriotic Education in the Education System", which called for the integration of patriotic education into all aspects of education at all levels, and the development of "heartfelt" patriotic education. In this era, the use of technology and the Internet can provide young people

ISSN: 2710-0170

with new and attractive ways to learn patriotism. It is difficult to cultivate patriotism in students in traditional ways and means.

Therefore, to carry out patriotic education, the traditional indoctrination and didactic approach must be changed. In the classroom, interactive and exploratory teaching should be implemented so that students can learn to think independently, express themselves rationally, and gain a deeper understanding of what patriotism is and how to express it. At the same time, we should create conditions outside the classroom, use the mode of "Internet+", make good use of short video platforms such as B station [3], use more vivid stories to arouse the resonance of young people's patriotism, pay attention to the innovation of the discourse, and master the right of discourse.

2.2.2. Establish and Improve Patriotism Education Network Platform

The development of the Internet provides modern means for patriotic education and expands the space for patriotic education, and at the same time puts forward higher requirements for the information construction of patriotic education [4]. .We should create a positive network atmosphere and continuously explore various forms of patriotic education to keep patriotic education up-to-date and relevant to students' ideological reality. Using the Internet for patriotic education can help young people understand the importance and hardships of the Long March and the past and present of the motherland without leaving home. It can not only enrich the content of patriotic education and make the form of education more vivid and lively, but also help to enhance the patriotic feelings of young people and make them sublimated [5]. In the new era of "Internet+", we should make use of the short video platform to create good short video works belonging to the new era, so that the cultural works can really penetrate into the hearts of young people and make patriotism free from formalistic education and truly play the effect of education.

2.3. The Change of the Sea into a New Land - Comparison between the Present and the Past Inspires Patriotic Feelings

After the liberation of the whole region, the development of industry and commerce, urban construction, municipalities, culture and education, health and the improvement of the living standard of the citizens were investigated by category. The project team, by interviewing local residents, looking up newspapers and magazines, and entering museums, got hold of rich and conclusive information, and was able to make full use of these materials to describe in concrete and vivid ways the revolutionary old areas after liberation and since the reform and opening up of the world. The great changes. After that, they stand at the height that two social systems will lead to two different fates in China, and make scientific analysis of the investigated materials, so that they naturally come to the scientific conclusion that only socialism can save China and develop China, thus better sublimating their love for their hometowns to love for their country and socialist cause, fully embodying the important value of patriotic education under the contrast between the present and the past, and enabling students to The brilliant development of the country, the change of the sea into the land, the great changes we have experienced in the seventy years of reform and opening up, what remains unchanged is the countless hearts of the red sons who have devoted themselves to the great construction of the country, and what remains unchanged is the countless Communist Party members who maintain a high respect for the faith of the country.

Acknowledgments

2022 National Student Practice and Innovation Training Project.

"Restarting--Exploring New Ways of Patriotic Education Communication in Contrasting Perspective by Retracing the Long March" (Project No.: 202210512012).

ISSN: 2710-0170

References

[1] Lv Chunjuan.Discourse characteristics, problems and guidance strategies of online patriotism among young people in the new era: the example of "That Year, That Rabbit, Those Things" [J].Journal of Zhangjiakou Vocational and Technical College, 2022, 35(1):3335.

[2] Fei Baifang, Wang Shuming. Research on youth red network education under the perspective of interactive ritual chain--analysis based on the web drama "That Year, That Rabbit, Those Things" [J]. Chinese Youth Social Science, 2021.

[3] Yue Shan, Zhang Yan. Patriotism communication in the context of Internet subculture: the example of "That year, that rabbit, those things"[J].News Communication, 2021(18):2.

[4] Tang Jinquan. Challenges and countermeasures of patriotic education for youth in the era of "Internet+"[J].Journal of Huzhou Vocational Technology College, 2017, 15(4):3.

[5] Zhang Yuchao, Gu Linping. Research on patriotism education of college students in the era of "Internet+"[J].Talent, 2018(06):142.