

# Reflections on the Integration of Red Culture into University Ideological Education

## -- Taking Red Culture in Jilin Province as an Example

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**Abstract.** Ideological education should learn from our party's exploration of the historical development and great practice of socialism with Chinese characteristics, understand and grasp the historical inevitability of socialism with Chinese characteristics, and constantly establish the belief and confidence to fight for the lofty ideal of communism and the common ideal of socialism with Chinese characteristics. Red culture is a unique culture created by the Communist Party of China (CPC) and the people during the revolutionary period, and it is an important resource for ideological education. As for this area of Jilin Province, it is rich in red resources. If we can apply the red resources of Jilin Province in the teaching of university ideology and give full play to the value of the red resources of Jilin Province, we can enrich the basic content of university ideology teaching and correctly guide students' three views. This paper will briefly introduce the significance of the integration of red culture into university ideological education, analyze the specific application strategies, and provide reference for the development of university red culture education activities.

**Keywords:** Red Culture; Ideological Education; Jilin Province.

### 1. Introduction

As an advanced political culture, red culture has the functions of education, cohesion, standardization, inheritance, guidance and encouragement in ideological education [1]. Judging from the current situation of college ideology teaching in China, many students have neglected the importance of ideology, and some teachers have failed to use the red resources, which has hindered the development of ideology teaching. In view of this situation, how to develop and utilize the red resources in college ideology teaching is very important and necessary, and should attract the attention of relevant people [2].

Local red culture is an important part of advanced culture. Using its advantages of intuition, vividness, emotional affinity, strong appeal and easy acceptance, it can build a bridge to infect and promote college students' ideology. Taking the red cultural resources in Jilin Province as an example, this paper discusses and thinks about how to carry forward the local red culture and build a bridge for college students' thoughts.

### 2. The Value of Red Culture in University Ideological Education

#### 2.1 Strengthen Ideological Guidance

Red culture contains the spiritual connotation and revolutionary process of the Communist Party of China (CPC) and the Chinese nation, and has clear political orientation and strong appeal. Integrating it into university ideological education will help strengthen ideological guidance and strengthen the political position of college students.

The revolutionary spirit of the red culture-neutral party, such as serving the public, firm ideals, hard work, perseverance, daring to be the first and striving for self-improvement, shows the excellent spiritual quality of the CPC people. Incorporating red culture into ideological education can deepen college students' awareness of the CPC, promote college students' sense of pride in the Marxist ideological system, and then strengthen the ideological leading role of ideological education, so that students can firm their political position and strengthen their political self-confidence.

## 2.2 Enrich the Content of Ideology Course

At present, ideological education in Chinese universities is mainly divided into two parts: cultural courses and moral education courses. Relatively speaking, less attention is paid to the red culture, especially the local red culture [3]. Therefore, the integration of red culture into the ideological education curriculum in universities not only enriches the content of the curriculum, but also perfects the curriculum system.

## 2.3 Red Culture and Socialist Core Values Come Down in One Continuous Line

Red culture refines the revolutionary spirit of the CPC people and has been innovated in the practice of China's revolution, construction and reform and opening. It is also the inexhaustible motive force for the development of socialist core values. Red culture is in the same line with the core content of university ideological education, which is an effective, rich and valuable supplement to ideological education for college students and optimizes the content of ideological education for college students [4].

Red cultural resources are an important part of patriotic education resources. The patriotic connotation and spirit contained in them and the new connotation given to them in the new era are the original materials for ideological education for college students. They have a powerful social education function, which should be highly valued, to give full play to the advantages of its social education function.

## 3. Red Culture in Jilin Province

Since September 1926, when the Changchun Branch of the CPC, the first party organization in Jilin, was established, the party organizations at all levels and the majority of party members fought bravely and tirelessly. After the September 18th Incident, the party led the people in the great anti-Japanese struggle, which laid a solid foundation for the development of the party. "The heroic deeds and revolutionary sites in this period are valuable red resources that need to be well protected and utilized.

"The peaceful liberation of Changchun in 1948 provided successful experience for Changsha, Beiping and other places to accept peaceful adaptation and garrison uprising". After liberation, Jilin regional cities provided a large number of military products and war service, which strongly supported the front-line operations and accelerated the historical process of the war of liberation in Northeast China and even the whole country. The important battle in our province during this period was the rare red element of Jilin red resources [5-6].

In addition to the physical red cultural material heritage, there are still many intangible red cultural heritages in Jilin Province. For example, the book "National Soul-Northeast Anti-Alliance" introduces the course of northeast anti-alliance. CCTV also made a documentary "Northeast Anti-Alliance" in conjunction with relevant departments of Jilin Province.

Yang Jingyu, a large-scale original modern Peking Opera compiled by Beijing Opera Troupe of Jilin Opera Theatre, is based on the deeds of General Yang Jingyu's leadership in resisting the alliance, spreading the red spirit and culture with brand-new forms of expression, and at the same time promoting the traditional culture of the Chinese nation.

## 4. Investigation and Analysis on the Application of Red Cultural Resources in University Ideological Education

This survey is mainly conducted by means of questionnaires. The survey objects are college students in various colleges in Jilin Province. A total of 100 questionnaires were distributed and 100 valid questionnaires were recovered, with an effective rate of 100%.

#### 4.1 Investigation on the Understanding Degree of Red Cultural Resources

Figure 1 shows that the main ways for college students to learn about the red cultural resources are the Internet, traditional media such as books and periodicals, TV, etc., which are 34.5% after normalization, and 7.3% after normalization for college students to learn about the red cultural resources through the government and related departments. The role of the government and related departments needs to be strengthened.

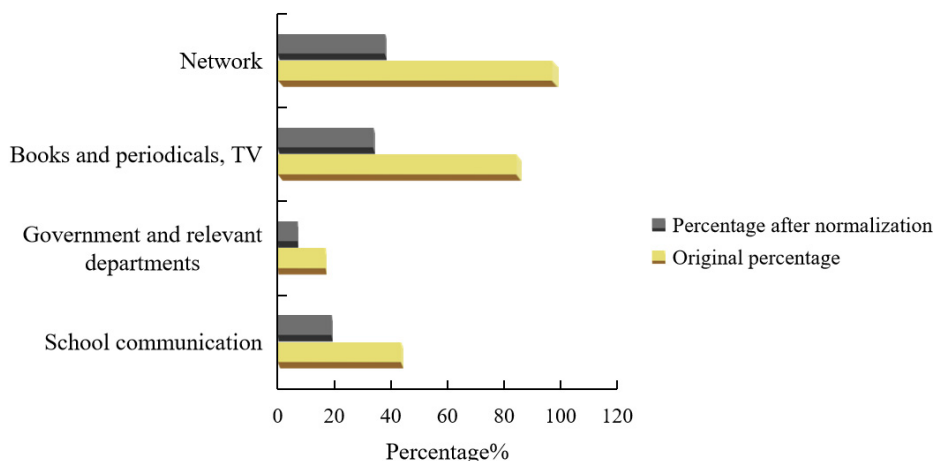


Figure 1. Ways to understand red cultural resources

School communication has also played a role for students. A considerable number of college students who accepted the questionnaire survey saw that their school took the red cultural resources of Jilin Province as a new way to connect with the ideological education of the majority of students, supplemented by substantive actions, such as the red topic in the ideological theory class, the opening of the red forum of Jilin Province and so on. However, compared with the Internet and traditional media, the role of school communication is weaker.

#### 4.2 Investigation on the Ways to Carry out the Education of Red Cultural Resources

From Figure 2, we can know that the main ways to carry out red cultural resources education in universities are watching red related videos and special education on red culture. The normalized percentage of these two ways is 71.9. There are few ways for schools to adopt experiential and modern red cultural resources education, and the ways to carry out red cultural resources education are single compared with the traditional ones.

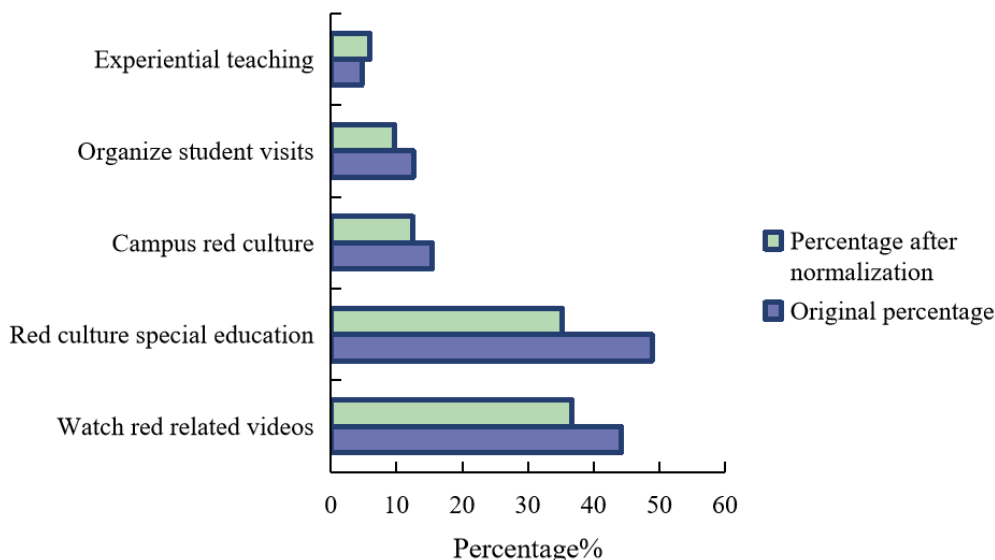


Figure 2. Ways to carry out the education of red cultural resources

College students were asked, "What do you think is a better way to carry out the education of red cultural resources?" 9.7% choose "using traditional education method", which shows that more and more students don't support traditional education method in the information age with faster update.

University ideological education should give full play to the role of red resources and enhance the effectiveness of ideological education. According to students' actual situation and current social reality, it is necessary to study the communication mode and manifestation of red cultural resources in the new situation and strengthen students' emotional experience, to take the countermeasures of further utilization of red cultural resources by university ideology.

## **5. Thoughts on the Countermeasures of Using Red Cultural Resources by University Ideology**

### **5.1 Focus on Value Leadership**

As an important part of college students' ideological education, red culture education should pay attention to the comprehensive and in-depth development of education [7].

First, we should enhance the sense of responsibility and let students feel the true value of red culture. Universities should organize college students to take part in the study tour of red culture and experience activities of red culture, so that students can personally experience the profound value behind red culture, and integrate it into their own study and life, to learn and improve by analogy.

Secondly, it is necessary to cultivate students' good learning concept of red culture, which can closely link learning with future self-development, so that students can treat learning of red culture from a developmental perspective. Although the current red culture education activities may only strengthen the revolutionary spirit in their hearts, they may improve their comprehensive cultural quality and spiritual cultivation in a subtle way, and be able to overcome various difficulties and achieve greater success in the future development process, which is also the true meaning of the education concept of "student-oriented".

Finally, we should pay attention to the transformation of the awareness and behavior of red culture education, so that students can show what they have learned about red culture through their words and deeds, and counter the wrong ideas and thoughts of historical nihilism.

### **5.2 Building a Large Database of Red Cultural Resources**

To build a large database of authoritative and comprehensive red cultural resources, we should select and launch multi-level and cross-domain characteristic red cultural education contents according to the age, psychological characteristics and life demands of college students. Not only should the content be diversified, but also the content that can set an advanced example for young people, spread the spirit of bravery, tenacity, pioneering and innovation, and be close to real life.

For example, Cao Guoan and his nephew Cao Tieyan worked closely together to lead the puppet army mortar company uprising, the anti-Japanese sisters An Rongqing and Wen Jing killed the enemy bravely in the street in Jilin Province, and the anti-Japanese hero Wang Fengge took his wife and belt to the execution ground, which guided college students to correctly handle the relationship between personal interests and collective interests, the relationship between career and family, the relationship between work and study, and the relationship between success and failure.

Enhance the relevance of the content of red culture to today's society, enhance its sense of the times and initiative, and choose the related content of anti-alliance red culture to teach with pertinence and theme. At the same time, it focuses on college students' thoughts and sentiments, values, ideals and habits [8]. University educators should fully understand and timely change traditional ideas and be good at updating work and education methods.

### 5.3 Building a New Media Platform for Red Cultural

Universities should build a new media publicity platform based on red cultural resources, such as adding red cultural sections in the school website and WeChat official account, creating a new front of red cultural communication education, and integrating existing red resources, such as pictures, videos, words, etc. At the same time, assign special personnel to operate the new media platform, do a good job of public opinion guidance, and enable college students to form a correct cognition and understanding of red culture.

In addition, we should further strengthen the supervision of public opinion on campus network, timely eliminate the erroneous consciousness mentality and thoughts existing on the network, and prevent college students from being eroded. Incorporate red culture into social practice activities, so that students can personally experience the essence of red culture in practice. For example, organize students to shoot red cultural experience videos and participate in red volunteer service activities in the revolutionary memorial hall.

As a precious spiritual wealth, Jilin red resources are very obvious in both historical value and development significance. Therefore, universities should attach importance to the improvement of students' self-cultivation. Apart from the need for students to learn professional knowledge, they should also intensify ideological teaching in reality and enrich the penetration depth of Jilin red resources, so that every university student can strengthen their understanding of the cultural spirit of Jilin red revolution and strive for the realization of the great Chinese dream.

## 6. Summary

As the precious wealth left by the Party and the people during the revolutionary period, the integration of red culture into the ideological rectification education and teaching in universities not only enriched the ideological rectification education content of universities, but also enhanced the ideological sentiment of college students, strengthened their political position and promoted their all-round development. For this area of Jilin Province, it is rich in red resources. If we can apply the red resources of Jilin Province in the teaching of university ideology and give full play to the value of the red resources of Jilin Province, we can enrich the basic content of the teaching of university ideology and correctly guide the students' three views. Promote the ideological improvement and development of college students in China, and provide a steady stream of talents for socialist development.

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