

# A Study on the High Quality Development of Student Party Building Work in Colleges and Universities Promoted by School-based Red Cultural Resources

Peiyong Du

Changsha Normal University, Changsha 410100, China.

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**Abstract:** In recent years, red cultural resources have become an important carrier of party building work in universities in the new era, and have irreplaceable value and role in the high-quality development of party building work in universities. In the context of the new era, how to fully utilize school-based red cultural resources and promote the high-quality development of party building work in universities is an important issue in front of student party building work in universities. This article is based on the actual situation of our university, with the research theme of promoting high-quality development of university student party building work with school-based red cultural resources. It deeply analyzes the logical connotation and practical path of school-based red cultural resources promoting high-quality development of university student party building work.

**Keywords:** School-Based; Red Culture; Universities; Party Building Work; High Quality Development

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## Introduction

Universities are the main battlefield for talent cultivation and an important component of party building work in universities. As a university with the mission of cultivating morality and cultivating talents, how to leverage its own advantages and promote the high-quality development of student party building work in the new era is an important issue facing universities. The concept of “cultural people” is an important way and method for the inheritance and promotion of red cultural resources. Therefore, it is of great practical significance to fully tap into the red cultural resources of our school, organically combine them with the Party building work of university students, and make them an important support for promoting the high-quality development of Party building work among university students.

## 1. The Logical Connotation of High Quality Development of Student Party Building Work in Universities Promoted by Red Cultural Resources Based on School

### 1.1 School-based red cultural resources are an important support for promoting the high-quality development of college student party building work

The party building work for college students is an important component of party building in universities. As an important carrier of party building work for college students, the red cultural resources have irreplaceable value and role in promoting party building and ideological and political work in universities.

### 1.2 Promoting the high-quality development of student party building work in universities through school-based red cultural resources is a necessity for universities to actively respond to challenges and fully cultivate the “four haves” of the times

Universities shoulder the historical mission of cultivating morality and nurturing people, and are an important battlefield for cultivating qualified builders and reliable successors in the socialist cause. They also shoulder the important task of cultivating socialist builders and successors with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor. The party building work for college students is an important component of the party building work in universities, an important reflection of the party’s organizational construction in the student community, and an important way to strengthen ideological and political education for college students and achieve the “Chinese Dream”. In recent years, with the rapid development of higher education in China, the number and scale of universities have con-

tinued to increase, and the strength and level of education have continuously improved, providing important talent and intellectual support for the development of higher education in China. At the same time, under the new situation, the party building work for college students is also facing new challenges and opportunities.

## **2. The practical dilemma of integrating school-based red cultural resources into the Party building work of university students**

### **2.1 There is a superficial phenomenon of integrating school-based red culture into student party building education content**

As an excellent form of red culture, school-based red culture has rich educational value and functions. However, there is currently a superficial phenomenon in some universities in integrating school-based red culture into student party building education. For example, in some university party building courses, the main content is “Party history” and “Party policies”, but the student party building curriculum system has not yet integrated content such as school history, red stories, red traditions, and red spirits. For example, some universities have insufficient understanding of the leading role of party building work in campus cultural construction, with traditional red culture education as the main focus, but lack an overall plan to organically integrate school-based red culture with party building work. The above phenomenon has led to the integration of school-based red culture into student party building education, which is shallow, singular, and unsystematic, reducing the effectiveness of student party building education.

### **2.2 The integration of school-based red culture into student party building education is monotonous and tedious**

The current party building education methods for college students are relatively single and dry, and have not fully utilized the educational value of school-based red culture in practice. School-based red culture is a living red resource that contains rich ideological and political education resources, and is an effective carrier for students’ ideological and political education. To enable students to deeply understand the rich connotations of school-based red culture and generate a sense of identity and belonging from the depths of their hearts, it is necessary to use various educational methods to integrate it into student party building education. However, in the current practice of student party building in universities, teaching activities are carried out in a single, monotonous, traditional, and clichéd way. The teaching form is rigid, and the teaching content lacks interest and sense of the times. This leads to a lack of effective emotional and practical experience for students when accepting red culture, resulting in the red culture resources not exerting their due educational value.

### **2.3 The integration of school-based red culture into student party building and teaching patterns is uneven**

The development and utilization of red cultural resources in universities is an important factor determining their integration into student party building work. However, due to the uneven development and utilization of red cultural resources in the integration of student party building education in Chinese universities, the integration pattern of red cultural resources in student party building work is uneven.

## **3. The Optimized Path of Promoting the High Quality Development of Student Party Building Work in Colleges and Universities with School-based Red Cultural Resources**

### **3.1 Innovative collaborative integration mechanism, consolidating the foundation of red party building**

Integrating red cultural resources into student party building work is a systematic project that requires collaboration and cooperation among various departments and disciplines. Firstly, it is necessary to strengthen the collaboration and integration between universities and local governments, and provide policy support for the development and utilization of red cultural resources in schools. Secondly, schools should strengthen the collaboration and integration with local red cultural resource development departments, and achieve resource sharing and complementary advantages through government support, enterprise participation, university development, social sponsorship, and other means. Once again, universities should strengthen the collaboration and integration with red culture research institutions, actively build re-

search platforms, and carry out high-level research and publicity work. Finally, schools should strengthen the collaboration and integration with the development department of red cultural resources, and provide high-quality red cultural support for student party building work by organizing the preparation of school-based red cultural resource textbooks and holding school-based red cultural resource lectures.

### **3.2 Building a student party building brand and expanding the influence of school-based red culture**

The party building work for college students should use school-based red cultural resources as the carrier, create branded party building activities for students, focus on “red” as the theme, highlight regional and contemporary characteristics, closely combine party building work with campus culture, social practice activities, etc., pay attention to the organic unity of educational content and form, and make it an influential red cultural brand.

When promoting party building work, it is necessary to fully tap into the red cultural resources and educational value in school history based on the characteristics and advantages of the school itself, around the development goals and characteristics of the school, and transform them into vivid materials for party member education. At the same time, while exerting the educational function of campus red cultural resources, it is also necessary to actively explore the spiritual connotation and era value of campus red cultural resources, and create a distinctive red party building brand.

### **3.3 Promote red online dissemination and showcase the quality of the Party building era**

Colleges and universities should make full use of network information technology, innovate red culture publicity means, create a new model of “Internet plus” party building work, and enhance the timeliness of red culture communication [3].

One is to create an online learning platform. Make full use of the red culture resources of colleges and universities, establish the “Internet plus” student party building learning platform, set up “red education”, “party history education” and other learning topics, set up “party history micro class”, “party history story collection” and other columns, give play to the advantages of online communication, and carry out red culture publicity and education activities with distinctive themes and diverse forms.

On the one hand, on the basis of “Internet plus”, we will realize the digital transformation of red culture resources. By building a digital resource database of red culture and establishing a red culture database, we will carry out the digitization and networking project of red culture resources, digitize school history, school conditions, red resources, etc., and integrate them into the party member education system to establish a database of student party building. On the other hand, develop an online learning platform, promote online party building activities, combine red cultural resources with internet technology, and carry out themed party history micro classes, party history knowledge competitions, and other activities. For example, universities can invite well-known domestic experts and scholars to give special lectures, create micro videos, and share knowledge of red culture through online means to expand the influence of red culture.

The second is to utilize new media technology. Universities can establish specialized red culture network platforms, set up columns such as “School History” and “Party History Stories Collection”, encourage students to actively participate in online activities, and timely integrate the latest party building activities with school history.

At the same time, through WeChat official account, Weibo, Tiktok, Kwai and other platforms, information about red culture is released in a timely manner, and red culture is integrated into all aspects of student party building work, such as online party classes, party history learning, etc. In addition, universities can also use online live streaming technology to carry out red culture education, combining red culture with the daily learning of student party members, and using online live streaming platforms to explain relevant knowledge and policies to student party members.

## **Conclusion**

The party building work for college students is an important component of party building in universities, as well as an important component of ideological and political education work in universities. In order to promote the high-quality development of party building work in universities in the new era, it is necessary to integrate red cultural resources into student party building education, innovate effective ways

to integrate red cultural resources into student party building education, and play the role of red cultural resources in promoting student party building education.

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