

Research on the Integration of Red Culture into Innovation and Entrepreneurship Education for College Students in the New Era

Ping An Gao

Changsha Normal University, Changsha 410100, China.

Abstract: In the long-term revolutionary struggle, the CPC, the advanced elements and the broad masses of the people, through long-term unremitting efforts, finally formed a red culture with Chinese characteristics. In the context of the new era, contemporary college students, as an important force for the future development of our country, should consciously assume the responsibility of inheriting and promoting red culture. At the same time, universities should also focus on integrating red culture into innovation and entrepreneurship education for college students, improving their comprehensive quality, and comprehensively enhancing their innovation and entrepreneurship level. Under continuous efforts and practice, students can gradually develop a certain sense of autonomy and innovation, thereby exhibiting more personal charm in future social competition and contributing to the prosperity and development of the motherland.

Keywords: Red Culture; College Students; Innovation And Entrepreneurship Education

Introduction

With the gradual improvement of China's higher education and teaching system, the attention to innovation and entrepreneurship education for college students is also increasing. This educational model not only lays the foundation for students to enter society in the future, but also helps them establish correct values and outlook on life, and put them into practical actions. Red culture is an excellent social culture that contains rich social values and connotations. By effectively integrating red culture with innovation and entrepreneurship education for college students, it can further enhance the ideological and spiritual realm of college students, and contribute to the strong inheritance and development of red culture.

1. Building a Rich Red Culture Education Platform

At present, people have entered a new era of social development. With the continuous emergence of new media such as QQ, Weibo, and WeChat, universities should fully leverage the characteristics of new media in carrying out innovation and entrepreneurship education for college students, create rich forms of red culture education platforms, and publish various entrepreneurial content related to red culture on WeChat learning groups and official Weibo. Adopting various red education methods suitable for college students, students can always feel the influence of red culture, and unconsciously take root in the red spirit, significantly improving their innovation and entrepreneurship abilities. As an excellent traditional Chinese culture, red culture needs to be highly valued by universities, integrating it with modern teaching methods, and enriching and optimizing the innovation and entrepreneurship education mode for college students. Based on multimedia technology, integrating red culture into innovation and entrepreneurship education is conducive to enhancing the emotional identity of college students, achieving high-quality innovation and entrepreneurship education, and cultivating more composite talents with high quality and skills.

2. Improve the innovation and entrepreneurship education model

Firstly, in the context of the new era, carrying out innovation and entrepreneurship education for college students needs to keep up with the times. Universities should also continue to play the dissemination function of red culture, maintain good cultural public opinion guidance, and enhance the charm and influence of red culture, continuously innovating and optimizing existing innovation and entrepreneurship education models. In this regard, universities should also change their previous educational concepts, create a comprehensive innovation and entrepreneurship education model for students based on the characteristics of the times and students' thinking perspectives, and promote its efficient integration with red culture. At the same time, universities should strengthen the training of relevant teachers on red culture resource-

es and innovation and entrepreneurship online courses, collect and grasp the differences in different industries and fields in the modernization process, and ultimately establish a complete set of innovative and entrepreneurial education carriers for college students related to red culture, achieving efficient dissemination of red culture. In addition, in the process of carrying out innovation and entrepreneurship education, universities should also pay attention to the variability of students' thinking styles and actively plan and arrange for red culture. Alternatively, musicals, concerts, and other means can be used to enhance the promotion of red culture, attract students' attention, and enable them to personally experience the infectious power of red culture.

Secondly, strengthen the cultivation of the teaching staff, continuously expand the channels for the dissemination of red culture in innovation and entrepreneurship education, actively develop art products related to red culture, and select corresponding cultural communication media according to different cultural categories, thereby promoting innovation in the dissemination of red culture under new media. In this way, the connotation of red culture can better meet the psychological needs of contemporary college students, thereby absorbing nutrients in innovation and entrepreneurship education and improving one's comprehensive practical ability. Therefore, expanding the dissemination channels of red culture in universities can bring more opportunities to the innovation and entrepreneurship curriculum education of college students, enabling them to firmly practice the common ideal of socialism with Chinese characteristics. On the basis of fully utilizing new media technology, integrate and improve the red culture part that is being covered in innovation and entrepreneurship education, and select more flexible and diverse red culture promotion channels to truly play a positive educational role. In addition, in the practical activities of innovation and entrepreneurship education for college students, universities should actively establish a more professional team of teachers, stand on the students' side, and select a red culture education method that is in line with the physical and mental development of college students. Continuously improve the quality of innovation and entrepreneurship education for college students through various red positive energy activities.

3. Fully tap into the red cultural resources in innovation and entrepreneurship education

In the context of new media, the internet has taken up a certain proportion in the learning and life of contemporary college students. Universities should strengthen the optimization of innovation and entrepreneurship education models and methods, utilize and update red culture education resources, enable them to play their own value in innovation and entrepreneurship education for college students, help them establish correct values and thinking concepts, firmly grasp the essence of red culture, and participate in the inheritance and promotion of red culture. In this way, when organizing students to learn about innovation and entrepreneurship, they can first and foremost, in the context of the new era, it is necessary to keep up with the times in conducting innovation and entrepreneurship education for college students. In this way, when organizing students to learn about innovation and entrepreneurship, these comprehensive educational resources can be effectively transmitted, which can enhance college students' understanding of red culture and enhance their innovation and entrepreneurship spirit. On the one hand, universities apply new media technology to deeply explore the educational content of red culture, and strengthen the promotion and education of students. On the other hand, universities can also use innovation and entrepreneurship education to create a strong red culture campus environment, and use various forms such as school meetings and class meetings to comprehensively explain and promote red culture. This can create a good learning atmosphere for students, cultivate a good habit in innovation and entrepreneurship practice, and operate correctly under the guidance of red culture. Under the long-term influence of education and red culture, students' sense of responsibility and identification with their motherland will be significantly enhanced, thus realizing the true role of understanding and deeply mastering the content of innovation and entrepreneurship education. Universities should take a series of measures to promote the integration of red culture and innovation and entrepreneurship education for college students, and have a positive and positive impact on students with advanced concepts and educational values. Utilizing the richness and diversity of red culture education resources, guiding college students to establish the correct three values, and being able to remember the educational significance of red culture after entering the workplace in the future.

Conclusion

Combining red culture with innovation and entrepreneurship education for college students can significantly improve their overall

abilities. By effectively exploring the teaching content and red culture, universities can not only enhance students' confidence in red culture, but also effectively mobilize their learning enthusiasm and demonstrate their personal strength in innovation and entrepreneurship education. Therefore, universities should fully implement and utilize the educational role of red culture, actively combine it with innovation and entrepreneurship education, and provide solid support for improving the innovation and entrepreneurship spirit and comprehensive ability of college students.

References

[1] Zhang FY, Huang BZ. The Value and Path of Integrating Red Culture into the Cultivation of Innovation and Entrepreneurship among College Students [J]. Journal of Baise University, 2023,36 (04): 74-81.

[2] Liu C. Research on the Integration of Red Culture into Innovation and Entrepreneurship Education for College Students in the New Era [J]. China Ethnic Expo, 2023 (08): 170-172.

[3] Wang QZ, Jing B, Equality in Higher Education. Exploration of Integrating Traditional Chinese Culture into Innovation and Entrepreneurship Education for College Students [J]. Science and Technology Entrepreneurship Monthly, 2020,33 (07): 147-149.