

Reflection on the Integration of Red Culture Resources into Ideological and Political Education for College Students - Taking Changsha Normal University as an Example

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Abstract: Red cultural resources are an important component. Making good use of red resources is conducive to strengthening the effectiveness of ideological and political education and promoting the achievement of ideological and political education goals. Changsha Normal University has abundant red cultural resources. In the work of ideological and political education for college students, we should make good use of red resources, do a good job in red resource articles, and make them an important engine and source of strength to promote ideological and political education for college students.

Keywords: Red Cultural Resources; Ideological And Political Education; Ponder Over

1. The significance of integrating red culture into ideological and political education for college students

Red culture is a concentrated reflection of the excellent spiritual qualities of revolutionary predecessors, and is a treasure trove of resources for educating college students on revolutionary history, ideological and moral education, ideal and belief education, and the spirit of hard work and struggle.

1.1 Red culture education helps college students explore the laws of historical development

College students are in the “jointing and booting stage” of their life growth, located in the competitive zone of enemy and self forces, the connection point of virtual reality, and the intersection of right and wrong ideological trends. They may be misled and misled by hostile forces, the online world, and wrong ideological trends. ^[1] The establishment of a correct historical view among college students cannot be separated from the exploration of the laws of historical development. In terms of red culture education, Changsha Normal University has unique advantages. Changsha Normal University has a large number of red resources in this hot land, and Xu Teli, Tian Han, and others are alumni of Changshi University.

1.2 The Marxist scientific connotation contained in red culture helps college students further explore the truth of historical development

In a certain sense, Marxism has provided spiritual guidance for the awakening and rise of the Chinese nation in modern times. ^[2] Red culture is full of Marxist scientific connotations, containing the viewpoints of dialectical materialism and historical materialism

1.3 The historical facts contained in red culture help college students further calibrate their understanding of history

Due to the factors of experience and age, college students’ understanding of the development history of the CPC is not deep and comprehensive enough, and they are vulnerable to the influence of historical nihilism, which makes the effectiveness of ideological and political education discounted. It is necessary to further calibrate the understanding of history through the detailed historical events contained in red culture.

1.4 The great spirit of struggle demonstrated by the red culture helps the students of Changshi to further strengthen their historical and cultural confidence

The tortuous and progressive course of the CPC contained in the red culture highlights the great struggle spirit of the CPC. The wheel

of history has advanced to the period of socialist revolution and construction, and the hardworking students of Changshi University have worked hard and pursued excellence, endowing revolutionary traditional culture with new cultural connotations of the times. These precious red resources provide rich themes for the ideological and political education of college students, which are full of vivid teaching cases and rich theoretical ideas. They can effectively change the indoctrination teaching method of ideological and political education, make ideological and political education “live”, enhance the persuasiveness, attractiveness, and infectiousness of ideological and political education for college students, and have very good educational effects. They can further strengthen the historical confidence of college students Cultural confidence.

2. The shortcomings of integrating red culture into ideological and political education for college students

2.1 Lack of professional talents

The content, design, and function of the course ideological and political resource library will significantly affect the willingness of college students to use the resource library.^[3] On the one hand, ideological and political courses and curriculum ideological and political construction play an important role in universities, but due to the varying qualities of teachers, the integration of red culture into ideological and political courses and curriculum ideological and political education varies. On the other hand, due to limitations in funding and staffing, there is a shortage of personnel engaged in the research of red cultural resources in vocational schools in universities, and many red cultural resources are not organized and developed enough. From the current situation of university teachers, due to the different courses they teach, the level of mastery of red culture varies. The pressure on ideological and political workers continues to increase with the expansion of enrollment in universities, resulting in limited time and energy for creative application of red culture resources.

2.2 The integration form is not rich enough

In the ideological and political education of college students, most universities rely on red cultural resources to establish off campus moral education bases. However, in daily educational and teaching practice, many universities have not integrated these red resources with ideological and political courses, nor with social and economic development, resulting in insufficient effectiveness of on-site teaching. Changsha Normal University combines the commemorative activities of revolutionary predecessors such as Tian Han and Xu Teli with ideological and political education to enable students to have a deeper understanding of patriotism, but few universities integrate these elements into the ideological and political education of college students. At the same time, in the promotion of red culture in universities, the application of integrated media and full media is insufficient, and some universities lack innovation and integration in the form of red culture popularization activities, resulting in reduced educational effectiveness.

3. The path of integrating red cultural resources into ideological and political education for college students

3.1 Strengthening the construction of professional talents in red culture

The socialist direction of education in Chinese universities also determines that the curriculum system of Chinese universities naturally contains socialist ideology and value pursuit.^[4] High quality guidance for student learning in the classroom and efficient organization of school activities are basic qualities that a good teacher must possess. The teaching staff is a decisive factor in the application of red cultural resources in ideological and political education in universities. At the same time, the application of red cultural resources requires teachers to exert their subjective initiative, creativity, and work enthusiasm. So we need to strengthen the construction of teaching staff. Further strengthen the training efforts of the teacher group, enhance their ability to master and utilize red cultural resources, and better integrate red cultural resources into ideological and political courses and curriculum ideological and political construction. Simultaneously exploring the establishment of a part-time teaching team composed of anti Japanese war veterans, veteran party members, expert professors, and cultural scholars,

becoming a beneficial supplement to the shortage of red culture professionals in universities

3.2 Enriching the forms of red culture education

Innovate the promotion methods of red cultural resources. In the context of the multimedia era, the comprehensive use of animation or short videos and other methods can promote the breadth, effectiveness, and pertinence of dissemination. Tiktok, WeChat, Weibo and other we media have been loved by college students and become a force that cannot be underestimated at present. We should make full use of our media to expand the spread of red culture. The red culture related WeChat official account is opened in colleges and universities, and special personnel are responsible for publishing articles of relevant content on a regular basis. At the same time, relevant link plates are set up, and the hero column, celebrity anecdote column, red village stories and other contents are provided for college students to click to view by means of pictures, sounds, videos, etc., so as to improve the readability of WeChat official account.

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