

Research on the Integration of Red Cultural Resources into the Party Building Work of College Students

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Abstract: The party building work of college students will affect the future development of the party to a certain extent. Adopting effective management methods and establishing a good campus environment can improve the effect of party building work in colleges and universities. The party building work in colleges and universities has an overall goal and connotation, which sets the direction for the construction of campus culture. Integrating red cultural resources into the party building work of college students can be used as ideological material and material carrier for the party building work in colleges and universities, so that students can strengthen their own ideals, beliefs and patriotic feelings and lay a solid foundation for the smooth development of the party building work in schools. This paper discusses the infiltration of red cultural resources in the party building work in colleges and universities.

Keywords: Red Cultural Resources; Colleges and Universities; Student Party Construction

Introduction

The rich and diverse campus culture in colleges and universities can make students sprout scientific ideas. When college students absorb cultural knowledge and draw strength and nutrition from it, they can also innovate these advanced cultures, so that students can inherit these advanced cultures and promote the construction of campus culture. In this regard, in the party building work of college students, we should take red cultural resources as ideological material and material carrier, and the school and the government should play a leading role in exploring ways to combine various red cultural resources with the party building work of college students, so as to enhance the effectiveness of the party building work of college students.

1. The role of red cultural resources in the party building work of college students

1.1 Strengthen the ideals and beliefs of student party member

The red cultural heritage is an outstanding civilization achievement in the China of Marxism, which contains revolutionary culture and revolutionary spirit with strong appeal. In the new era, red culture has become a model of combining excellent traditional culture with advanced ideological and political education in China. As a key place to cultivate socialist builders and future successors, colleges and universities should make full use of the role of red cultural resources in education and organize students' party building activities with the help of rich red cultural resources, so as to enhance students' political literacy and ideological consciousness of party member. Integrating red cultural resources into college students' party building activities and carrying out education of ideals and beliefs on the basis of Marxist scientific theory can enable party member, a student, to learn and understand the spirit of red culture, always follow the guiding principles of Marxism, and improve the comprehensive quality of party member, a student, and the cohesion of college party branches ^[1]. The spirit of red culture embodies the inheritance of Marxism in the spiritual field, provides the ideological pillar for student party member to strengthen his belief in communism, and encourages modern college students to make continuous efforts for the cause of communism. Party organizations in colleges and universities need to attach great importance to the importance of red cultural resources in the construction of students' party member ranks, and integrate the party's advanced ideas and excellent traditional culture into their daily activities, so that students party member and cadres can establish a correct political orientation, and cultivate firm ideals and beliefs and political awareness of taking responsibility.

1.2 To stimulate students' patriotic feelings

Red cultural resources tell many touching patriotic stories of revolutionary predecessors. These stories not only have profound patriotic

connotation, but also have strong national self-esteem and pride. It is an important mission given to college student party organizations in the new era to integrate red culture into the party building work of college students. Contemporary college students lack understanding of red cultural resources. Under the confusion of western media, some college students began to question the advanced nature of China traditional culture. Under such circumstances, it is very important to strengthen patriotism education for college students. The patriotic spirit contained in red culture can not only enhance the soft power of Chinese culture, but also effectively stimulate the patriotic feelings of party member, and at the same time promote the development of excellent traditional culture education in China, which is of great significance for cultivating socialist successors^[2]. In patriotism education, it is necessary to combine theory with practice. By digging, sorting and integrating red cultural resources, the patriotic education function of red cultural resources can be better brought into play. Use the patriotic education function of museums and memorial halls to provide students with vivid and vivid ideological enlightenment, and realize the close combination of red cultural resources and the daily study and life of college students in party member.

2. The path of integrating red cultural resources into the party building work of college students

2.1 Red cultural resources into the ideological and political courses in colleges and universities

Red cultural resources are rich in connotation and vivid in form, which can be used as teaching materials for ideological and political theory courses in colleges and universities. In the process of explaining theoretical knowledge, the spread of communist beliefs can be carried out, and the role of ideological and political courses in college students' party building work can be fully exerted. In the course of ideological education in universities, the integration of red cultural resources can improve the effect and pertinence of ideological and political education, and also help students to establish a correct world outlook, outlook on life and values, which is of great significance in cultivating qualified builders and reliable successors of socialism. In the course "Introduction to the Basic Principles of Marxism", teachers can use the theoretical and practical cases of the older generation of proletarian revolutionaries to deepen students' understanding of Marxism and enhance the pertinence and effectiveness of the teaching content through these case studies^[3]. In the course "Introduction to Mao Zedong Thought and Socialism with Chinese characteristics's Theoretical System", teachers can make use of the red resources of Soviet regime, anti-Japanese base regime and the advanced and innovative regime in liberated areas to make students fully understand the difficulties faced in the construction of socialist system and further strengthen their communist beliefs and ideals. In the course "Outline of Modern and Contemporary History of China", lead students to deeply explore how the Communist Party of China (CPC) completely changed the backward state of China, clarified the legitimacy of the party's leadership position, and strengthened students' leadership belief in the party; In the course of "Ideological and Moral Cultivation and Legal Basis", teachers lead students to realize that the revolutionary predecessors, in the face of national and national crises, have ignored their national spirit and further consolidated their national pride and patriotic feelings.

2.2 The integration of red cultural resources and campus media

Campus media can be used as the main communication channel of red cultural resources on campus. Under the background of the new period, campus communication channels are becoming more and more diversified, and colleges and universities can use these emerging media to publicize and educate red culture. Colleges and universities can use traditional campus media such as school newspapers and journals to promote red cultural resources to students, and carry forward red cultural resources and revolutionary spirit by publishing publications and sections related to red cultural resources. Colleges and universities should attach importance to the application of new media technology, use new media to build campus cultural positions and enrich educational content. Colleges and universities can create red cultural columns or special columns with the help of network platforms to expand the coverage of red cultural resources. Information transmission tools in the new media era, such as website, WeChat and Weibo, have great influence in the student community. Using the new media platform to publicize the red cultural resources can provide more convenient information acquisition channels for college students, so as to understand the revolutionary historical knowledge and feel the revolutionary spirit. On this basis, colleges and universities should also make full use of

new media to organize campus cultural activities, and improve the effect of ideological and political education and students' party building through the combination of online publicity and offline practice.

2.3 The integration of red cultural resources and party organizations

Theme education is one of the main forms of party building for college students. Through a series of education on the theme of red culture, college students and student party member can have a more comprehensive understanding of the Party's history, and can also enhance their understanding of the Party's national conditions and the development situation of socialist construction. In the theme activities of students' party building in colleges and universities, various forms can be adopted, such as organizing red propaganda groups, red theory research classes and party member backbone training classes, to integrate red cultural resources into party classes, league classes and party group activities, so as to improve the construction quality of grass-roots party branches in colleges and universities and enhance their cohesion and appeal. At the same time, colleges and universities should guide students to actively participate in various forms of learning and research activities, and carry out colorful keynote speeches or debates inside and outside the classroom, so that college students can become an important force in spreading socialist core values. Colleges and universities should organize party branches to carry out social practice activities regularly or irregularly, which is an important opportunity to improve the party building work level of college students and cultivate qualified builders and reliable successors of socialism. During the winter and summer vacations, the Party branch of colleges and universities can organize party member to participate in the "three rural areas" practice activities, visit and inspect revolutionary holy places and red scenic spots, deepen students' party member's knowledge and understanding of red culture, and establish correct values under the influence of red cultural resources.

3. Concluding remarks

The party building work of college students should be combined with the construction of campus culture, and at the same time, it should be innovated with the development of the times, using diversified campus media to publicize red cultural resources, carry forward revolutionary tradition and spirit, pay attention to practice, enhance the cohesion and appeal of college party branches, and integrate red resources into all aspects of campus life to improve the effect of party building work of college students.

References

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