

Connotation and importance of red culture construction on university campus from the perspective of "three complete education"

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Abstract: Under the background of the new era, integrating red culture into the construction of college campus culture has the practical significance of cultivating college students' excellent moral quality, enhancing their socialist cultural self-confidence, and promoting college students to establish communist ideals and beliefs. Red culture is a natural component of Chinese national culture produced on Chinese soil and an important part of China's advanced culture. The construction of campus culture is an important part of the development of institution of higher learning and the promotion of quality education for college students. Without high cultural confidence and cultural prosperity, there will be no great rejuvenation of the Chinese nation. " Culture can show the country's soft power and effectively promote national rejuvenation and national progress. Red culture is rooted in China's excellent traditional culture and originated in the period of new democratic revolution and socialist construction. It is a positive and progressive culture created by the Chinese people in the great practice of revolution, construction and Reform under the guidance of Marxism and under the leadership of the Chinese Communists. Institution of higher learning should consider the connotation and characteristics of political thought education of red culture in the new era, and improve the "three comprehensive education" system of "red culture + political thought education". A new path for the three-dimensional reconstruction of the political thought work in institution of higher learning.

1. Introduction

School spirit is an important part of college campus culture. Xi Jinping's words affirmed the role of excellent campus culture in the growth and development of students [1]. Campus culture is formed by the long-term academic activities and school-running practice of teachers, students, employees and alumni in institution of higher learning. It is the sum total of material civilization and spiritual civilization with school characteristics, which is dominated by the advanced social culture, takes the cultural activities of teachers and students as the carrier, takes the campus as the main activity space, takes the campus spirit and values as the foundation, and takes educating people as the fundamental purpose [2]. In short, college campus culture is all the concepts of college material, system, behavior and spirit culture produced by all college teachers and students in classroom teaching and campus life [3].

Red culture is an important gene and direct source of advanced socialist culture, contains firm ideals and beliefs, and provides important spiritual support for unswervingly taking the road of socialism with Chinese characteristics [4]. As an advanced representative of excellent cultural genes, red culture plays an irreplaceable role in college students' patriotism education, ideal and belief education, ideological and moral education, etc. with its appeal and charisma beyond time and space [5]. "Three complete education" reconstructs the education mode and paradigm of Political thought education in the new era, broadens a new vision and provides a new action guide for the development of Political thought education in the new era. Adhering to the whole process and all-round education is one of the basic principles to strengthen and improve the political thought work in Institution of higher learning [6]. As an important part of the "Ten Educational Systems" in institution of higher learning, cultural education is one of the effective carriers to further promote the comprehensive reform of "Three Complete Education". Campus culture is manifested through internal and external forms, and ultimately serves the development of institution

of higher learning. In the face of ideological problems in the construction of campus culture, the introduction of red culture into the campus will promote the revolutionary spirit and strengthen red education to occupy the ideological position of institution of higher learning, and strengthen the dominant position of Marxism in the mainstream ideology of institution of higher learning [7].

2. Analysis of the current situation of red culture construction on college campuses

2.1. Design and analysis of questionnaires on the construction of red culture in college campuses

In the implementation of the questionnaire, first of all, the preliminary design of the questionnaire, combined with the author's understanding and analysis of relevant materials and books at home and abroad, was carried out on this basis [8]. The construction of campus red culture in Institution of higher learning is conducive to the realization of the fundamental task of Building Morality and cultivating people and the overall improvement of students' quality. Therefore, taking the number and quality of campus red culture activities participated by students as the standard, we can evaluate the current cultural construction achievements to a certain extent [9]. The participation in the construction of campus culture in institution of higher learning is divided into three levels: school decision-making level, middle-level implementation level, and teacher-student implementation level. The characteristics of campus culture, the formulation of construction plans, and the leadership of campus culture construction; the middle-level implementation level mainly refers to the school's party committee publicity department, student work department, and youth league committees and other organizations to implement the school's party and government decisions, implement campus culture construction plans, and promote cultural education for all employees. The implementation level of teachers and students mainly refers to the active participation of teachers and students in the construction of campus culture according to their own cultural supply capabilities and cultural needs [10].

The goal of sustainable development is vague. The effect of educating people with red culture is not "stormy", but "moistening things quietly". Therefore, educating people with red culture should be a systematic project throughout the whole period of students' schooling. By combining the actual development of institution of higher learning, bringing the red culture into the curriculum and teaching system of institution of higher learning, and strengthening the learning of college students on the content of red culture, so as to increase their theoretical knowledge reserve and provide a premise for college students to enhance their cultural self-confidence. College campus culture has a subtle educational function for contemporary college students. It is a culture formed in institution of higher learning in the long history of teaching and campus management. The purpose is to strengthen the comprehensive development of college students and the construction of moral and cultural quality of teachers and students. In the investigation, all institution of higher learning have made some achievements in campus red landscape, red theme activities and university system construction, and students are satisfied with the construction of campus red culture, especially the spread of campus red culture. As shown in Figure 1.

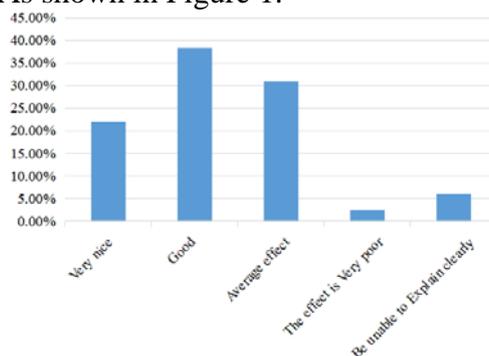


Figure 1 The overall effect of institution of higher learning in promoting the dissemination of red culture in China

2.2. Insufficient construction of campus red system culture

At present, many institution of higher learning do not realize the far-reaching significance of the construction of campus red culture, so they have not included the construction of campus red system culture into the long-term development plan of campus. Relying on the all-round education of campus culture construction in institution of higher learning, in the system construction, we must start from the perspective of education, especially in accordance with the framework of the modern university system, cultivate and practice the requirements of campus culture construction such as socialist core values, and do To create a general learning and living environment, we must also focus on creating a unique campus environment culture; in the behavioral culture, the school must insist on giving top priority to the education of teachers and students' ideals and beliefs, and strengthen the construction of teachers' morality and school spirit. The idea of educating people with red culture is not firm. The cultivation of talents in socialist education should always adhere to the red background. The Outline of the Implementation of the Project of Improving the Quality of Political Thought Work in Institution of Higher Learning puts forward, "Give full play to the educational functions of courses, scientific research, practice, culture, network, psychology, management, service, funding, organization, etc., tap the educational elements, improve the educational mechanism, optimize the evaluation incentives, strengthen the implementation guarantee, and practically build the 'Top Ten' educational system."

This leads to the lack of guarantee rules for the construction of campus red culture in the rules and regulations of institution of higher learning, the lack of relevant provisions for holding campus red culture activities, and the lack of safeguard measures for the construction of campus red culture, which makes it impossible to follow and rely on when carrying out the construction of campus red culture. It is manifested in the lack of characteristics and recognition of the physical and cultural construction of college campuses. Among them, large-scale buildings such as teaching buildings, libraries, sports fields, and dormitories are represented. Most of these buildings are of the same style, ignoring the school's historical mission, school-running tradition and The development trend ignores the organic integration of culture, the architectural design lacks soul, the atmosphere in the campus is rigid, and it fails to create a campus material and cultural foundation that meets the needs of students' development. As shown in Figure 2, regarding the choice of how effective our school is in carrying out the revolutionary tradition and revolutionary spirit to standardize students, 48.52% of the students think it is effective, 32.82% of the students think it is average, 8.93% of the students think it is not effective, and 3.24% and 4.649% of the students think it is ineffective and unclear. Less than half of the students affirmed the construction of the red system culture in institution of higher learning. Institution of higher learning need to continue to change their ways and increase their education efforts when using the Party's theory, policies and regulations to guide students. As shown in Figure 2.

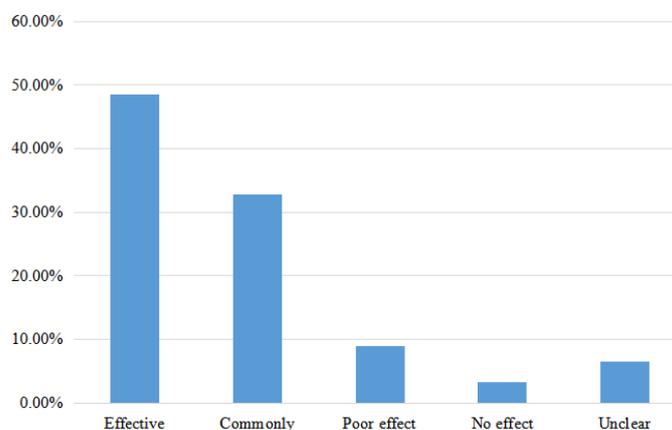


Figure 2 How effective is the University in carrying out and inheriting the revolutionary tradition and revolutionary spirit to standardize students

3. Countermeasures of strengthening the construction of red culture on campus

3.1. Carry forward the socialist core values

For strengthening the construction of red culture on college campuses, the existing research has certain reference value, but we still need to base on the specific reality of our country, based on the characteristics of students in the new era and the actual situation to accurately find construction countermeasures, so as to provide the basis for the red culture of college campuses. Provide guarantee for the smooth implementation of construction. In the construction of campus culture, we should organize themes and carry out activities closely around cultural inheritance, growth and development, and promoting positive energy. It is necessary not only to consolidate traditional projects and cultivate brands, but also to support innovative cultural activities and new things conducive to young students' physical and mental health, especially to pay attention to and focus on the development of activities that conform to the characteristics of the new era and are conducive to cultivating and carrying forward socialist core values.

In the education of red culture, we should break the excessive dependence on school subjects in the traditional education mode, give full play to the role of family, government and society, establish the concept of multi subject sports people, and form the joint force of education community. Under the background of socialist market economy, hedonism appears in a few college students, which leads to their excessive desire for material needs, loss of ideals and beliefs, and thus lose themselves. As an advanced cultural form, the correct values represented by red culture have an important corrective effect on the thoughts of college students, especially the ideals and beliefs of communism, which provide a bright road for college students after losing themselves. The development of the socialist market economy has brought new vitality to the economy and other fields of the whole society. However, due to the diversification of the distribution of interests and the interweaving of different values, it has objectively caused the breeding of bad ideas such as individualism, utilitarianism, and money worship. When institution of higher learning carry forward socialist values to strengthen cultural construction, it is necessary to make scientific arrangements on the guarantee of funds and talents system, mobilize the whole school, effectively guarantee the effective input of manpower, material resources and financial resources, and coordinate and cooperate to form a comprehensive and meticulous effective construction system.

3.2. Increase social support for the construction of campus red culture

There are many ways to increase the support for the construction of campus red culture. Governments at all levels need to make overall planning, effective management and balance the educational effect and economic benefit. The leadership team of the department should take the lead in entering the political thought classroom, teach political thought courses for students, preach the party's theory, line, principles and policies, and realize the advancement of red cultural education with the times. Professional teachers and industry lecturers should dig deep into professional political thought elements, and promote all kinds of courses and political thought courses to walk in the same direction, so as to form a collaborative education effect. Integration is the basic logical premise to play a functional role, that is, to ensure the stable input of red culture. From the perspective of growth law, the university period is a mature period in which college students' Outlook on life and values tend to be stable. Specific to different stages of the University, the formation of their values has different nodes. Using the political thought work education of institution of higher learning, we can grasp students' own needs and ideological tendencies in time, and then combine students' ideological problems with the solution of their own problems, Promote the transformation of thought and the organic integration of red culture with the realization of self-worth.

The improvement of the connotation and external improvement of the campus environment is inseparable from the teaching resources and artistic expressions with important educational significance, which provides the demand for red culture to enter the campus. Institution of higher learning should mobilize the educating forces of all parties, integrate internal and external resources, give full play to the value of the red cultural carrier, and establish two classrooms, both inside and

outside the classroom, explicit and implicit cultures, online and offline. An integrated all-round education system. First of all, institution of higher learning should establish an all-round cultural inheritance system that integrates red culture with the first classroom and the second classroom. In fact, at present, the number of page views of WeChat platform in Weibo is amazing, so it is the general trend to develop red network platforms such as Red Weibo and Red WeChat platform. Moreover, museums, party history halls, all kinds of red memorial halls, red revolutionary bases, etc. should establish long-term and fixed social practice cooperation with various institution of higher learning, so that college students can serve as docents and volunteers for a certain period of time after visiting. This way will make students feel touched in practical activities, cultivate patriotism and serve the country.

4. Conclusions

The implementation of the comprehensive reform of "three complete education" has a close interactive relationship with the construction of campus culture. While putting forward higher and more comprehensive requirements for the construction of campus culture, it also provides an opportunity for institution of higher learning to systematically and scientifically organize and carry out the construction of campus culture. We must always adhere to the whole process of all-round education, give full play to the subjectivity of all-round education in institution of higher learning, grasp the time point and find the combination point, and constantly expand the breadth, depth and validity of campus culture construction. Only in this way, can we speed up the formation of the campus cultural characteristics of socialism with Chinese characteristics, and create a strong atmosphere for cultivating new people of the times who are responsible for national rejuvenation. Generally speaking, at present, institution of higher learning have achieved certain results in the construction of campus red culture, which objectively has a certain positive educational effect on students.

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