

## Research on the Reform and Innovation of College Students' Ideological and Political Education Based on Red Cultural Inheritance

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**Abstract:** The so-called red culture refers to a unique class of Chinese characteristic culture gradually condensed in the course of socialist construction after a period of arduous revolutionary years under the leadership of the Party. Under the background of the time when the CPC Central Committee attaches great importance to the inheritance of red culture, how to achieve a high degree of integration of ideological and political education and red culture in universities, to achieve teaching innovation, to promote teaching reform, to help contemporary college students to inherit red culture and to strengthen their political stand is one of the teaching topics that we need to really meditate. The relevant feasible path to realize teaching innovation is for reference only.

### 1. Introduction

Nowadays, our country is in a new period of diversified development in culture, society, economy and so on. For college students, because they have not built a sound three-view system, their thoughts are easily disturbed by the outside world, so some bad thoughts in the Internet environment will erode their thoughts. To cultivate the socialist successors with all-round development, we should actively explore the effective way to realize the goal of red culture inheritance, and give full play to the unique educational value of red culture[1].

### 2. A Brief Analysis of Red Cultural Connotation

In our national culture system, red culture is an irreplaceable important part, a unique culture gradually formed by the Chinese people under the leadership of the Communist Party of China after a long period of revolution and socialist construction. It covers the fine historical and cultural connotation and glorious revolutionary spirit of our country. It is a unique heritage left by the older revolutionaries. Nowadays, the red culture we come into contact with can be divided into two main types. The first category mainly includes the material culture of the revolutionary objects, museums, exhibition halls, revolutionary memorials, martyrs' cemeteries, revolutionary base areas and other visual images. The second category mainly includes patriotism as the core. The spirit culture based on the great national spirit, such as hard work and enterprising, selfless dedication, self-improvement, unity and unity, hard work and courage, and hard struggle, these two kinds of red culture not only have profound historical and cultural connotations, but also have very important inheritance significance and learning value for contemporary college students.



Figure 1 Promoting red culture

### 3. Significance of Ideological and Political Education Based on Red Cultural Inheritance

#### 3.1. Help Students to Set Up Correct Three Views

Since the reform and opening up, many changes have taken place in our country, especially in the economic development aspect. While promoting the development of the national economy and bringing about a prosperous life, some bad ideas, such as "extreme individualism", "hedonism" and "money worship", have been produced one after another, which pose a certain threat to the healthy growth of college students. The university stage is an important turning point in the growth of students. It is a critical period for the growing maturity of the three views. So that students can accurately distinguish between right and wrong in virtual life and in real life[2].

#### 3.2. Red Cultural Heritage Objectives Achieved

It can be said that a person's belief can reflect his true spiritual world to a certain extent, and can guide people to firm their goals and make continuous progress. For contemporary college students, it is also the driving force and spiritual pillar to promote their future, career achievement and healthy growth. Therefore, when college students can strengthen their red cultural beliefs and integrate their personal ideals with the common socialist ideals, they can make continuous progress. In addition, the unique revolutionary belief, revolutionary deeds and pursuit of red culture can not only shock students' hearts and help them to understand ideological and political theory in depth, but also urge students to learn history by themselves and think about life while effectively inheriting the legacy of their predecessors and inheriting red culture.



Figure 2 Red cultural tourism area

### 4. The Specific Path of Promoting the Reform of Ideological and Political Education Based

## on the Red Cultural Heritage

### 4.1. Adhere to the Integration of Ideological and Political Education and Red Cultural Resources

Nowadays, the university ideological and political curriculum system mainly includes three courses: administration and policy, introduction to socialism with Chinese characteristics and Mao Zedong thought. It can be said that red cultural resources have a certain degree of agreement with these three courses. Therefore, it is not only feasible to insist on the integration of ideological and political education and red cultural resources in colleges and universities, but also can effectively improve teaching efficiency while expanding classroom capacity and enriching teaching resources. In the teaching of "the basic course of thought, morality and law", our main teaching goal is to cultivate the correct values, world outlook and outlook on life of college students, and help students to build up the thinking system of rule of law step by step. We can also help college students to understand the revolutionary morality deeply, promote them to pass on the red genes and carry forward the revolutionary morality by inserting the red cultural resources contained in the spirit of Xibaipo, the spirit of the Long March, the spirit of Jinggangshan, the spirit of Yan'an and the spirit of the Red Boat[3].



Figure 3 Studying the revolutionary spirit of the forefathers

### 4.2. Deep Integration of Campus Culture and Red Resources

The construction of campus culture is one of the main channels to realize the management goal of contemporary colleges and universities, and has the function of "moistening all things silently". Therefore, if we want to promote the students to inherit the red culture consciously in the process of ideological and political education, we need to realize it through the construction of campus culture. For example, the red theme speech contest, the song and dance competition, the campus publication, the school forum, the official website and so on are the carriers of constructing the red campus culture[4]. For example, we can encourage the relevant student associations to organize activities such as "worship the English martyrs" and "red song competition" on specific festivals, so as to cultivate the "second classroom" of the red culture, and make it permeate and deeply integrate with the first classroom, so as to promote the ideological and political curriculum to realize the teaching innovation goal of integrating knowledge with practice and blending situations.

### 4.3. Actively Build a Network Education Platform and Expand the Scope of Ideological and Political Education

According to General Secretary Xi Jinping's directive spirit of "promoting the integration of emerging media and strengthening Internet thinking", we also need to keep pace with the times when guiding students to inherit red culture in ideological and political education, take "Internet +" as an opportunity for teaching innovation, and actively build a platform for online education and implement a "media-fusion" teaching strategy to stimulate students' interest in learning. Innovate the presentation carrier and expression form of red culture, and construct a three-dimensional,

pluralistic and interactive red culture education model to expand the scope of ideological and political education. For example, in practical teaching, through the construction of "red cultural education website" and "online memorial hall" and other measures, the red cultural spiritual connotation, related works, heroic and exemplary deeds, revolutionary heroic deeds can be spread in the form of video, pictures, words, the original plane, static cultural resources into a more vivid, three-dimensional image, so as to deepen the students' impression, so as to promote students to deeply appreciate the revolutionary ancestors of the year did not fear sacrifice, loyal to the noble character of the revolution, and turn this feelings into a belief and spiritual force.

#### **4.4. Building Characteristic Classes Based on Innovative Ideas**

Under the guidance of the Communist Party of China, China has gone through a magnificent road of rejuvenation, and the red culture is derived from it. As an ideological and political teacher, only by combining the red cultural classics with theoretical teaching organically and creating a distinctive red spiritual atmosphere in the classroom can we effectively enhance the effectiveness of teaching work, promote teaching innovation, and give full play to the fundamental value of ideological and political courses in colleges and universities in the true sense. Based on this, we need to constantly innovate the education strategy, and strive to build a teaching platform that students love, will never forget, and will benefit from for life. Under the new era background, we can effectively help students to inherit the red culture spirit. The specific path is as follows: First, strengthen propaganda, organize students into the red culture base, make them understand the red culture atmosphere deeply, accept the baptism of the soul, and understand the importance of protecting and inheriting the red culture, so as to continuously enhance the influence of the red culture on the contemporary college students' thoughts[5]. Second, invite the relevant Red Revolution staff to come to the school to participate in the theme lectures or "Red Classics" chanting, preaching and reciting activities, so as to spread the connotation of red culture, construct a special ideological and political teaching system in colleges and universities, enhance students' moral literacy, and promote them to appreciate the charm of socialist core values[6].

#### **5. Concluding Remarks**

To sum up, red culture not only has the teaching value of helping students to establish correct three views, form noble morality and firm political stand, but also the cultural heritage that contemporary college students must protect and inherit[7]. Based on this, as an important channel to help students inherit the red culture, we must pay more attention to it and insist on integrating the red cultural resources into the work of ideological and political education.

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