

Analysis on the Application of Red Resources in Ideological and Political Work in Universities

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Abstract: This paper firstly analyzes the necessity of red resources' application in ideological and political work in universities, then explores several current existing problems during the application process, and lastly, discusses methods to apply red resources in ideological and political work in universities, enriching teaching contents, creating red campus atmosphere, and strengthening red social practice.

The continuous development of China's economic and cultural globalization, accelerating adjustment of social interests and gradually emerging social trends as well as values have brought new challenges for ideological and political work in universities. While the application of red resources plays an irreplaceable role in cultivating students' mental quality and establishment of dreams. Moreover, there are abundant contents and places for red resources education in China. In the new situation, problems that how to fully play the unique role of red resources in ideological and political work in universities and how to integrate them into its every step are worth much attention.

1. Necessity to Apply Red Resources in Ideological and Political Work in Universities

Red resources refer to those memorials that are related to Chinese national liberation, new China's construction and socialism development in which our leaders have participated since the establishment of Chinese Communist Party. Red resources include tangible and intangible form. The former one contains historical remains, ruins, memorial halls and so on; the later one refers to revolutionary spirits, revolutionary culture, etc, for example, Jinggangshan spirit, Yanan spirit and flood fighting spirit.

Red resources are precious wealth of Chinese nation. The inherent spirits and qualities play an irreplaceable role in the ideological and political work in universities. With the continuous development of economic globalization, all kinds of thoughts and values seriously impact college students' thoughts. Money worship, utilitarianism and individualistic heroism prevail among students. Red resources are very catching. Their vivid and moving revolutionary heroism and revolutionary war stories have a strong teaching significance. These red resources often influence students through their strong appeal and attraction. By leading them to understand the background and history of red resources, students are enabled to truly feel our revolutionary spirits, and then establish correct outlook on life and values. Therefore, the teaching application of red resources is capable of guiding students to identify socialist core values and enhancing socialist core value consciousness by emphasizing dedication spirits and patriotism.^[1] Secondly, red resources contain dedication spirit, courage and sacrifice concept. Its application in ideological and political work in universities is able to integrate hardworking and spirit of seeking truth which is conducive to train college students' perseverance and creativity, leading students to determine ideality and achieve success. In addition, the application is also good to enrich the contents and form of ideological and political work. Red resources provide an inexhaustible supply of education resources. Revolutionary stories, revolutionary predecessors heroic deeds and national struggle history can help students understand the struggling history of the Chinese nation, recognize china conditions and establish confidence for our country and nation. They also have enriched the form of ideological and political work in universities. Their popular, vivid and realistic characteristics

provide fresh experience and practical fields. For example, revolutionary memorial halls and revolutionary sites all over the country provide the practical teaching of ideological and political work in universities with more favorable conditions.

2. Current Development and Application of Red Resources in Ideological and Political Work in Universities

At current, there is still a lack of red resources' application in ideological and political work in universities. Therefore it is difficult to achieve teaching effectiveness. From the term of specific contents, red resources' application commonly lacks contemporary characteristics. In ideological and political classes and teaching activities, red resources that have been integrated are cases that students are very familiar with. Therefore, red culture resources became hackneyed and stereotyped. It is hard for students to produce resonance. Moreover, contemporary college students are active in thinking, willing to accept new things and own independent cognition for political events as well as themselves. Usually, they will not easily agree with others' opinions. The single teaching contents of red resources will not only fail to stimulate students' interests in learning, but also easily arouse their defensive feeling which will make it difficult to achieve teaching effectiveness.^[2]

Red resources are usually applied by ideological and political work in universities to play films with red theme, held related speech competitions, red red books and organize students to visit red scenic spots. All of these are carried out in formality which results into a shallow teaching contents, failing to lead students to learn deeply and spiritually understand the core of red resources. Red practical education includes students' group visit of revolutionary memorial hall and revolutionary sites. They just give a passing glance, lacking in-depth experience and failing to feel martyrs' firmness, courage as well as dedication. Besides, there are always some simple course homework like writing what have been learned. The work was not planned specifically and did not have a evaluation standard, leading to insufficient red education effects. Moreover, at present, ideological and political work rarely combines itself with red resources and there are insufficient social practices with red theme. With the conflict between multi culture and values, modern college students feel strange to revolutionary history, martyrs' heroic deeds. They gradually lost interests in red resources, despise or ignore the heritage of red culture resources. Therefore, it is also important for universities to actively develop ideological and political education practice classes, regarding red resources as the center to carry out social practice and leading students to deeply understand red resources.

When some universities are trying to penetrate and deliver red culture resources, they did not master college students' mental needs and ideological characteristics, which makes it difficult to make red resources deeply into students' hearts. Simultaneously, in universities, there is a lack of red campus culture atmosphere. The construction of red resources propaganda platforms is effective and the construction as well as management of red campus culture lack Integrity and systematization. To complete ideological and political work in universities needs the cooperation of Communist Youth League, ideological and political teachers and counselors etc. While in teaching management practice, they usually do management in their own way, thus it is hard to form a joint force. Besides, in the mobile Internet era, new media becomes more and more popular among students. However, in universities, the construction of red resources culture platforms based on Internet is efficient. They did not take a full advantage of new media to integrate red resources. Some universities set up internet platforms with boring contents, single form and old ideas such as red micro-blog, which can not satisfy students' factual needs. The red resources teaching does not fully combine new media. Although related new media platforms are set up, their contents are not updated timely or the construction management team is not perfect etc. Internet red propaganda campaign has not yet fully play its role.^[3]

3. Methods to Perfect the Application of Red Resources in Ideological and Political Work

Under the new situation, universities need to dig deeply the inner spirits of red resources, unite

revolutionary spirits, fighting spirits and reform spirits, which should be penetrated in every step of ideological and political education. It is necessary to lead students to recognize correctly the relationship between red culture resources, Chinese traditional culture, the development of socialism and Chinese dream. We should regard red resources as the important contents of ideological and political education, pay attention to the combination between major and ideological and political education as well as the coherence between the first class and the second class. For example, it is feasible to integrate red videos, PPT into classes, guide students to participate in-class discussion, arrange related after-class theme research and make students to collect and arrange related red deeds. It is also necessary to stress contents' novelty and characteristics of times. For example, when explaining the case of "two bombs and one satellite", teachers are suggested to introduce the recent development of our country's aerospace industry, show students the space achievements of Tiangong 1 space station and so on, highlighting the serious and breakthrough research attitude of our Chinese aerospace people.^[4] Secondly, the application of red resources should also be innovative and is capable of leading students to actively understand red culture. Therefore, during ideological and political teaching, we should strengthen the usage of red resources to innovate teaching forms, such as case teaching, project teaching, interview teaching and so on. These teaching methods will effectively stimulate students' activity and strengthen teaching effects. For example, when explaining Mao Zedong thoughts and the theoretical system of Chinese characteristic socialism, based on theory learning, teachers are proposed to set up red lecture of "A Single Spark can Start a Prairie Fire" to enhance students' freshness to do ideological and political learning. Students are willing to accept the education and get to know the development regularities of social history and cultivate patriotism. In view of the confusion of values caused by pluralistic thoughts, teachers are proposed to actively choose students' most concerned and confusing issues to carry out discussion and comment.

The creation of red campus culture atmosphere will not only help build students' positive learning and life attitude, but also can further promote the ideological and political education results. To put it more specific, universities can construct cultural landscape in the campus. For example, we can set up red culture class management system. It is feasible to hang red verses and red sayings on teaching building, construct campus red cultural landscape, organize colorful red cultural associations and related activities, like Red Study Association, Red Resources Propaganda Organization, make use of counselors and Communist Youth League to organize practical activities. At the same time, it is also proposed to integrate red elements into the traditional campus activities, strengthen the appeal of red resources and carry out colorful campus red cultural artistic activities. For instance, we can organize red resources photography exhibition activities, red culture week, red art exhibition and so on to enhance the appeal of red resources in ideological and political work. Moreover, it is also suggested to strengthen the campus academic study of red resources, invite experts in red fields to give academic lectures, to carry out special subject research on red resources, promote the appeal of red resources to students and enhance the political learning enthusiasm.

To integrate red resources teaching into college students' social practice will be conducive to deepen the effectiveness of red resources in ideological and political education. Universities can effectively rely on local red resources, organize teachers and students to actively carry out practical activities with the theme of red culture. For instance, we can organize volunteer teaching in the west and lead students to do practical learning in Jinggangshan, Yanan etc. during summer. By visiting revolutionary sites and appreciating red music dramas, students will be able to understand deeply revolutionary spirits and national spirits, then have enlightenment of thoughts and inspiration. We also are encouraged to organize "collect red folk songs" activities in which students are arranged to carry out social investigation in red areas, collect red songs, research and protect red banners.^[5] Through combining students' volunteer service enthusiasm with the service for red sites, volunteer teaching and so on, students will increase knowledge and capabilities in the service practice. The in-depth practice will enhance their feelings and understanding of red culture, stimulate their patriotic feelings, hard-working spirit and social responsibility.

Under the Internet environment, universities need to enhance the appeal and attractiveness of red

resources and integrate red resources into campus culture construction system as well as Internet teaching system through new media platform, remote education and other means. They can be realized by improve the construction of red Internet platform in further, build red Internet topics and set up red culture column based on new media platforms such as micro-blog and Wechat, for example, “red movies”, “red songs”, “revolutionary great man” and so on. Contents and form of column should meet college students’ mental needs and get close to their daily learning as well as actual life. Specifically, we can put local revolutionary sites, red culture, red scenery etc on Internet platforms, integrate the current politics and social focus to guide students to discuss and interact.^[6] Besides, we also can deliver red interviews, red documentary and so on which students are interested in through red Wechat platform and red micro-blog etc. With revolutionary spirits and qualities reflected by vivid red historical materials, boring knowledge in the book will be turned into moving stories and then penetrate teaching, making students deeply and truly touched.

4. Conclusions

With special historical and contemporary significance, red resources play a vital role in the current ideological and political work in universities. In a word, confronted with new challenges and new problems, universities should make full use of red resources and red culture to discover the value of red resources and change the single mode of the traditional ideological and political education. It is important to integrate red resources into ideological and political education from contents, methods and so on, and then realize its innovation and new development.

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