

The integration path of traditional culture and college students' Ideological and Political Education

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Abstract: In the new era, college students need to bear the great responsibility of the great rejuvenation of the Chinese nation, and the integration of red gene into college students' Ideological and political education has become the focus and difficulty of quality education. On this basis, this paper deeply analyzes the role of red gene in college students' ideological and political education, and clearly pays attention to the problems faced by college students' Ideological and political education, Finally, it explores the actual path of integrating red gene into college students' Ideological and political education, hoping to promote the healthy development of College Students' Ideological and political education and cultivate them into excellent talents who meet the development needs of the times.

1. Introduction

On many occasions, he repeatedly emphasized the inheritance of red genes, focused on the inheritance and promotion of red genes, published a series of important discussions, and carried out the top-level design and vigorous implementation of the "red genes from generation to generation" project from the national level. In recent years, the theory and practice of the CPC Central Committee on the inheritance of the red gene, exploring its era meaning of integrating into the ideological and political education in Colleges and universities, and analyzing the effective ways of integrating the red gene into the ideological and political education in Colleges and universities are of great significance for Colleges and universities to implement the fundamental task of Building Morality and cultivating new people of the times who take on the great responsibility of national rejuvenation. As a historical inheritance of revolutionary spirit, "red gene" represents light and power. At the same time, it is also the spiritual core of the Chinese Communists and the spiritual bond of the Chinese nation. As the reserve force of social development, college students are the future successors and inheritors of China's socialist architecture. They need to strengthen the ideological and political education of college students, organically integrate the red gene, improve their sense of social responsibility and personal mission, always remember their development direction and goal, strengthen their ideals and beliefs, and contribute to national construction and national development. Therefore, in the ideological and political education of college students, we should actively explore the integration path of red gene and promote the development of education.

Red gene is scientific. Red gene is the product of the organic combination of Marxism and Chinese excellent traditional culture. It contains a firm belief in the scientific truth of Marxism and the lofty ideal of communism. Red gene is practical. It was formed in the practice of Chinese revolution and has been enriched and developed with the deepening of the great social revolutionary practice of the Communist Party of China. Red gene is revolutionary and contains the spiritual character of the Communist Party of China and the people's army, which are loyal to the party and constantly carry out self revolution and social revolution. Red gene is people-oriented. Serving the people wholeheartedly is its value pursuit. Seeking happiness for the people and rejuvenation for the nation is the fundamental basis for the formation, development and role of red gene. Red gene is innovative. It is constantly nourished and enriched with the development of the times. In addition, red gene also has the characteristics of regional cultural characteristics and rich forms of expression.

2. The dilemma of integrating red gene into college students' Ideological and Political Education

2.1 Impact of western culture and thought

At present, under the background of the development of international cultural integration, the ideological and political education of college students is facing the great impact of western liberalism. Many western countries are pursuing extreme individualism, freedom and equal status under the banner of "human rights", which is easy to affect the ideological and political consciousness of College students. Bad ideology and social atmosphere will also cause certain interference and misleading to college students, which makes college students form abnormal thoughts and pursue material too much, which is not conducive to the healthy development of College Students' body and mind.

2.2 Challenges of advanced science and technology and media

Since entering the information age, all kinds of advanced information science and technology have gradually appeared, and all kinds of network media and new media have emerged one after another. College students have more and more channels to obtain social information and knowledge, and there are various ways to obtain it, which makes students obtain all kinds of information at any time in their life and study, and the speed of obtaining information is very fast. However, in the process of massive information dissemination and acquisition, it is difficult for students to grasp the authenticity and effectiveness of information. Their ability to eliminate the false and preserve the true and distinguish right from wrong is very limited. It is easy to inhale some maliciously distorted and distorted facts and spread some negative energy, resulting in the "dead end" and serious formalization of College Students' Ideological and political education.

3. The path of integrating red gene into Ideological and political education in Colleges and Universities

3.1 Adhere to the correct principle of red gene integration

The first is the principle of subjectivity. As the precious spiritual wealth of our party, the red gene is important, but in the process of integrating the red gene into the ideological and political education in Colleges and universities, the ideological and political educators in Colleges and universities should pay attention to the way of education, respect the educational subject status of college students, actively guide college students to participate in it and make them inherit the red gene voluntarily; Young college students should take the initiative to accept the influence of the red gene, transform their thoughts and morality as the main body, form correct values, and take the initiative to internalize the red gene into their noble quality.

The second is the guiding principle. The red gene is consistent with the ideological and political education in Colleges and universities in content, value orientation and practice. Integrating the red gene into the ideological and political education activities in Colleges and universities is the further application of the guiding role of the red gene. Its ultimate purpose is to hope that young college students can work hard, have firm ideals and beliefs, and become the builder and successor of the cause of socialism with Chinese characteristics as soon as possible. At the same time, under the subtle influence of the red gene, young college students will know how to be positive and optimistic in the face of setbacks, do not give up, where to fall, where to stand up, and work hard towards their goals, so as to reap success.

The last is the principle of unity of knowledge and practice. When integrating the red gene into the ideological and political activities of colleges and universities, we should correctly establish and implement the principle of unity of knowledge and practice. While strengthening theoretical cognition, we should also pay attention to social practice, such as leading students to visit revolutionary historical sites, museums, memorials and so on, so as to enable students to realize the unity of knowledge and practice, apply what they have learned, and strive to achieve the best.

3.2 Play the role of the main channel of red gene integration

The normal development of Ideological and political education activities in Colleges and universities is inseparable from teaching materials, teachers and classrooms. This requires colleges and universities to constantly enrich the form and content of classroom teaching when integrating the red gene into the ideological and political education activities, so as to fully cover the teaching of the red gene in a way loved by students and integrate the ideological and political classroom. We should also strengthen the development of teaching materials, launch a number of teaching auxiliary books that meet the talent training laws of colleges and universities and meet the requirements of educational reform and development of colleges and universities, and integrate the red gene into Ideological and political teaching materials in combination with the unified edition of teaching materials. At the same time, teachers should constantly improve their professional quality and influence and infect young college students with their own personality charm and role model.

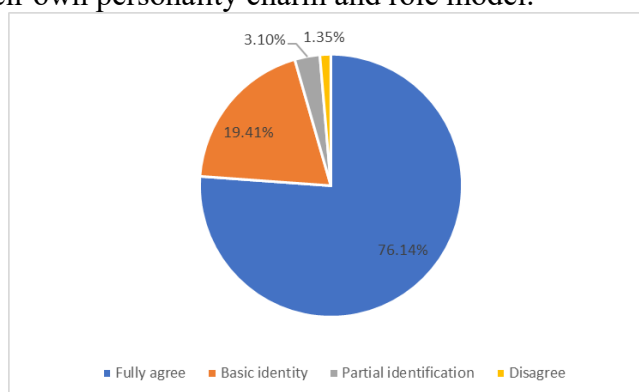


Figure 1 Recognition degree of red culture content in Ideological and political classroom teaching

3.3 Strengthen the atmosphere construction of red gene integration

To carry out ideological and political education activities normally, we should pay attention to the coordination with the social classroom. Patriotic education bases such as revolutionary historical sites, museums and memorials are fresh teaching materials for ideological and political education activities in Colleges and universities. In the teaching process, we should adhere to them as the carrier, so that college students can truly feel the spirit of patriotism, hard work and reform and innovation contained therein. The existence of these fresh teaching materials needs the support of the government. We should continue to increase capital investment, develop and apply these fresh teaching materials. At the same time, with the help of the power of new media, we can actively use various ways such as one end of the two micro enterprises to strengthen the publicity of red genes and open up a new front for the integration of red genes into Ideological and political education.

3.4 Integrate red gene into social practice and life

At this stage, college students' life is inseparable from the network, which plays a key role in college students' academic development and ideological and political education. Therefore, the integration of red gene in college students' Ideological and political education must also make rational use of the network, infiltrate the red gene and related culture and history into the campus network, imperceptibly affect the development of students' ideology, and strengthen the ideological and political education of students. Colleges and universities need to combine their own ideological and political education practice to improve the importance of online education, establish the red page of campus websites, highlight the theme and characteristics of red genes, and educate students in a targeted way, such as micro-blog and WeChat official account, etc., to promote red culture and increase the breadth and depth of red gene in Ideological and political education. On the other hand, colleges and universities need to carry out various social practice activities based on red culture resources and traditional national culture, strengthen the connection between students' theory and practice, transform red gene culture into practical power and ability, and deepen the understanding and understanding of red gene in social practice activities, so as to make it deeply rooted in the hearts

of the people and bear it in mind.

Table 1 Proportion of college students understanding red culture

option	proportion
Never heard of it	2.63%
Know a little	52.53%
understand	42.11%
Very well	2.63%

3.5 Integrate red gene into campus culture construction

The height and quality of campus culture construction is the key to the integration of red gene into Ideological and political education. Therefore, colleges and universities need to implement campus culture construction as soon as possible, integrate red gene into campus culture construction, and create a good red atmosphere for ideological and political education. First of all, colleges and universities need to formulate a sound plan for the entry of red genes into the campus, clarify the direction and objectives of education, implement educational responsibilities, establish a sound red culture education system and mechanism, ensure that red genes can be orderly integrated into college students' Ideological and political education, and do a good job in system norms and educational planning. Secondly, the effectiveness of red culture education should be included in the evaluation project of Ideological and political education, so as to improve the attention of teachers, promote teachers to actively study and explore red culture resources, and apply them in Ideological and political education. Finally, we should expand the scope and intensity of red culture publicity on campus, improve the influence and popularity of red culture through a variety of publicity methods, let students know Red Culture and try to interpret red culture.

4. Conclusion

The integration of red gene into college students' Ideological and political education is of great significance. It can strengthen their ideological and political education, cultivate socialist core values, improve comprehensive quality and promote the all-round development of college students. Therefore, in the ideological and political education of college students, we need to combine educational experience, integrate educational resources, deeply tap red factors and cultural resources, and find an effective integration path, so as to promote the development of College Students' Ideological and political education, improve the effectiveness of education, and promote the healthy development of College Students' ideology and consciousness.

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