

The Effect of red Culture on College Students' Ideological and Political Education from the Perspective of Network

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Abstract: In the Internet environment, the integration of red culture into Ideological and political education in Colleges and universities helps to cultivate college students' cultural self-confidence and strengthen their "five identities"; It is beneficial to meet the learning needs of College Students' perception of red culture and improve the pertinence of red culture education; It is conducive to innovating the form of Ideological and political education and enhancing the effectiveness of red culture education. However, there are more or less problems in the comprehensive quality of Ideological and political educators, network discourse, network platform and network security supervision, which brings a series of obstacles to the integration of red culture. Therefore, the administrators of Ideological and political education in Colleges and universities, educators, local red culture institutions and college students should work together to improve the comprehensive quality of Ideological and political educators, optimize the network discourse expression of red culture, build the network discourse system of Ideological and political education, and promote the effective integration of red culture; At the same time, we should also expand the red culture network education platform, improve the campus network supervision mechanism, provide solid support and effective guarantee for the integration of red culture, and jointly promote the efficient realization of the value of red culture education.

1. Introduction

Red culture is created by the masses of all ethnic groups under the leadership of the Communist Party of China. After long-term historical accumulation, red culture has profound connotation and rich and diverse forms. The spirit of red boat, the spirit of Long March, the revolutionary spirit and the spirit of hard struggle and fear of sacrifice all show the essence of red culture. Integrating red culture into Ideological and political education in Colleges and universities can enrich the content of Ideological and political education from the cultural level and provide rich cultural experience for college students. [3] In Ideological and political education, college students can fully feel the source, characteristics and profound connotation of red culture. At the same time, through situational experience, they can intuitively perceive the performance of the revolutionary ancestors in the struggle, give play to the edification of the great revolutionary spirit, and cultivate the cultural self-confidence of College Students with rich red culture, Help college students establish a deep recognition of red culture. In addition, ideological and political education can also help college students establish the ideals and beliefs of striving for the cause of building socialism with Chinese characteristics and growing into a new generation with the imprint of red culture with the help of the profound influence of red culture, so as to encourage college students to contribute to the great rejuvenation of the Chinese nation and enhance their "five identities".

Contemporary college students grow up in the era of rapid development and gradual popularization of Internet information technology. They have a natural affinity for Internet technology. They are used to obtaining information and learning knowledge from the Internet in their daily study and life. At the same time, they also develop strong autonomy and personalized characteristics, and show great differences in learning characteristics and learning needs. These characteristics are very different from the traditional form of Ideological and political education. In the Internet environment, promoting the organic integration of red culture in Ideological and political education can help

ideological and political education comply with the learning habits of contemporary college students and greatly meet the learning needs of college students for red culture. With the support of Internet information technology, great changes have taken place in the content and form of Ideological and political education in Colleges and universities, and there is a deeper educational soil for the integration of red culture. When integrating red culture, educators can choose all kinds of new media as educational carriers to adapt to the characteristics of contemporary college students' habit of using new media for learning. At the same time, educators can also use big data, cloud computing and other technologies to investigate and count college students' mastery and learning needs of red culture, dynamically understand college students' learning reality and ideological dynamics, and use the survey results as the basis for designing education and teaching activities to further improve the pertinence of red culture education, It also urges ideological and political education to better meet the needs of students.

In this context, colleges and universities should deeply analyze the important value of red culture in Ideological and political education in Colleges and universities, deeply tap the local red culture resources, organically integrate its contents into the educational process, and innovate the integration forms, so as to make the ideological and political education closer to the learning characteristics and life reality of contemporary college students, and also help the red culture give full play to its educational value, At the same time, enhance college students' sense of gain in Ideological and political education. However, it is worth noting that promoting the integration of red culture into College Ideological and political education in the Internet environment requires the joint efforts of College Ideological and political education managers, educators, local red culture institutions and college students. The shortcomings of either party will lead to the lack of in-depth integration of red culture and the insufficient exertion of educational value, Therefore, relevant educational subjects should organically combine and work together to explore effective strategies for the integration of red culture.

2. The role of red culture based on network vision in the ideological and political education of College Students

2.1 Enrich the content and materials of Red Culture Education

The amount of information contained in the Internet is beyond our imagination. It includes not only astronomy, geography, economy and politics, but also science, technology, education, culture and entertainment. The use of "Internet plus" has made red culture step out of traditional media possessions such as books. Under the action of links and hyperlinks, a large number of network information rich in red culture is coming. Specifically, for example, films and music related to the Red Army's Long March and the red boat spirit, such as the great cause of the founding of the people's Republic of China, these network information of red culture is continuously integrated into the classroom through links and hyperlinks, and into the ideological and political education in Colleges and universities, so as to enrich the content and diversity of red culture received by college students, In order to attract students' attention and mobilize students' enthusiasm to understand red culture, so as to gradually expand the audience of red culture education.

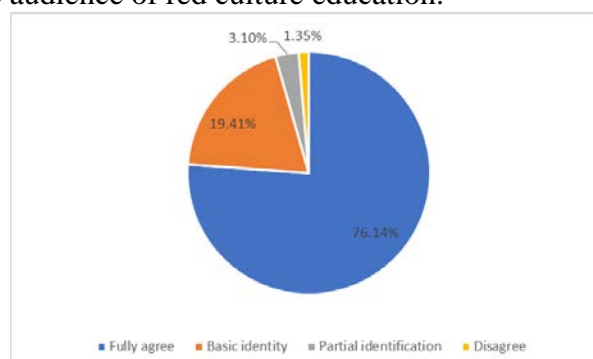


Figure 1 Recognition degree of red culture content in Ideological and political classroom teaching

2.2 The effectiveness and timeliness of red culture education have been improved

One of the important reasons why most college ideological and political educators choose to use the Internet to educate students about red culture. Because the Internet has broken through the limitations of some objective factors when disseminating information, providing conditions and possibilities for accelerating the speed of information dissemination. Through the brief digital processing of the red culture information, not only the content is more colorful and catches the attention of students, but also enables college students to understand the red culture in time, so as to improve the effectiveness of the dissemination of red culture in students' ideology.

3. The integration of red culture into Ideological and political education in Colleges and universities from the perspective of network

3.1 Online discourse impacts the traditional expression of red culture and affects the integration effect

In the Internet environment, various ideological discourses and diversified expression methods have had a certain impact on the tradition of red culture and the strong theoretical nature of Ideological and political education. College students have also formed the habit of accepting such information expression, and also show strong personalized characteristics in their daily study and life. There is a psychology of disagreement in traditional discourse. In this context, the integration of red culture into Ideological and political education can not achieve effective educational value, and college students lack interest in red culture. On the one hand, the discourse of Ideological and political education has strong theoretical and didactic nature, which can not adapt to the changes of College Students' discourse habits in the Internet era; On the other hand, the expression form of red culture discourse is relatively traditional. After integrating into Ideological and political education, it is unable to innovate the expression form of educational discourse, which is not conducive to attracting college students' attention to red culture education.

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%

3.2 Imperfect construction of network education platform and insufficient integration of red culture

Although colleges and universities have realized the importance of the construction of network education platform and began to create network education platform, the special plate of red culture is generally missing in the network education platform, which can not give full play to the important role of red culture. At the same time, some colleges and universities have not established their own characteristic red culture network education platform, resulting in the lack of necessary support for the integration of red culture into Ideological and political education in Colleges and Universities under the Internet environment, and the education effect can not be improved. On the one hand, some colleges and universities do not pay enough attention to red culture, which seriously hinders the establishment of red culture network education platform. On the other hand, some colleges and universities lack the necessary sense of innovation when promoting the integration of red culture and implementing the fundamental task of Building Morality and cultivating people. They believe that the integration of red culture in education can only be realized by teachers explaining red culture or playing red film and television dramas in the process of education. The lack of innovation leads to the failure to promote the establishment process of red culture online education platform, The relevant settings could not be implemented. In addition, educators have not fully integrated the content of red culture with new media resources, which limits the expansion of the ways of educating people with

red culture, and makes its integration into Ideological and political education in Colleges and universities lack of diversified support.

3.3 There are potential safety hazards in Internet use, which is not conducive to the integration of red culture into education

The Internet has brought great convenience to information dissemination and learning exchange, but the low access threshold and imperfect supervision mechanism will also bring certain security risks, affect the educational effectiveness of red culture, and hinder the integration value and process of red culture in Ideological and political education. On the one hand, the network supervision mechanism of some colleges and universities is not perfect, and problems such as information security and adverse ideological impact are becoming increasingly apparent, which has a serious impact on the learning and life of college students and the realization of the educational value of red culture. At the same time, some colleges and universities also lack early warning mechanisms and coping strategies for network security problems, which can not guarantee the correct direction and values from the source of information dissemination, and can not solve network information security problems in time. On the other hand, some colleges and universities lack dynamic supervision on the process and effect of the integration of red culture into Ideological and political education, which makes educators unable to timely perceive and evaluate the effect of College Students' exposure to red culture, effectively adjust the integration content and form based on the test results, and lack an overall grasp of the integration process of red culture, It is not conducive to the orderly promotion of the integration of red culture.

4. Application strategies in Ideological and political education of college students from the perspective of network

4.1 Strengthen the construction of network platform for red culture education

From the perspective of network, college students are "happy without network". Therefore, building a red website in Colleges and universities is a good way, a way of learning red culture that college students are willing to take the initiative to understand, and a new carrier for the school to carry out a new round of Ideological and political education. The establishment of red website not only adds health information and bright color to the campus network environment, but also opens up a new way for the dissemination of the concept of Ideological and political education.

4.2 Strengthen the team construction of Red Culture Education

Whether college students can accept the red culture education in Ideological and political education is not only closely related to the internal factor of whether college students have "red consciousness", but also closely related to the external factor of whether ideological and political education teachers have professional knowledge. Therefore, facing the challenges brought by the information age to college students' Ideological and political education, colleges and universities should strive to cultivate and build a firm and advanced teacher team to ensure the efficiency of Ideological and political education in the Internet age. In terms of strengthening the team construction of red culture education, I think we should first improve the quality of Ideological and political education teachers in Colleges and universities. The teachers who engage in Ideological and political education must be professional in Ideological and political education, so as to ensure the accuracy of seamless connection between Internet plus red culture and ideological and political education. Secondly, improve the network technology level of Ideological and political education teachers in Colleges and universities. "Internet plus red culture", obviously, has an educational platform and carrier -- the Internet. For this network education platform and carrier, ideological and political teachers should learn to use network technology, actively adapt to the changes of society, educational means and methods, and improve their teaching ability. So as to build themselves into comprehensive ideological and political educators who understand professional knowledge and network teaching technology.

4.3 Innovate the content and form of Red Culture Education

The traditional ideological and political education can no longer adapt to the young people of today's generation. Their thinking is jumping, their thinking is advanced, and their interests are very extensive. Then, for the changes of the new generation of college students, the ideological and political education in Colleges and universities can not be taught completely according to the old educational methods. It is necessary to break the shackles of traditional educational ideas and teaching methods, and innovate some "catering" and targeted red cultural education contents and forms. In terms of content, students can be encouraged to search for some content about red culture through the Internet, such as the pursuit of truth, the courage to contribute and the spirit of self-improvement, so that students can have a general understanding of it and an accurate positioning of themselves. Then, teachers highlight the connection between these red cultures and themselves in class. At this time, the red culture is more "life and appropriate". In terms of form, teachers can use the new media teaching method other than blackboard and chalk - network teaching. Share some pictures, videos and movies of red culture to students through the Internet, so that red culture can wear the coat of "fashion culture" on the transmission of wechat and microblog platforms, making it a "trend culture" loved by college students.

5. Conclusion

The Internet has now become an integral part of College Students' life. In order to adapt to this change, the ideological and political education workers in Colleges and universities put forward the educational concept and way of "Internet plus red culture", so as to actively carry out the ideological and political education activities of college students in the Internet age, and help the forefront of Ideological and political education to seize the opportunity of the times and seize the opportunity of development.

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