

Interpretation of the Times Spirit from the Inheritance and Innovation of Aba Red Culture

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Abstract: As an important part of the socialist culture with Chinese characteristics, red culture is formed during the process of national liberation and development of the people of all ethnic groups in China under the leadership of the Communist Party of China. Aba Prefecture has abundant red cultural resources, which has unique theoretical value and practical significance for the construction of Aba culture in the new era. This paper deeply analyzes the development status of Aba's red cultural resources and explores the spirit of the times contained in its red culture. And then, we propose some Strategies for the inheritance and innovation of Aba red culture.

1. Introduction

Aba Prefecture is a region with a long history, with a rich and brilliant red culture. Aba's red culture was established and produced during the period of democratic revolution. It was established by the Communist Party of China and the people of Sichuan after a very difficult and extraordinary revolutionary struggle. The red culture is integrated with the magical and beautiful natural scene, the unique regional culture and the colorful ethnic culture to form a distinctive red cultural resource, which is conducive to the inheritance of the Aba red culture.

The inheritance and innovation of Aba's red cultural resources have a very positive significance for the ideological education and cultural dissemination of local youth. Therefore, this paper deeply analyzes the development status of Aba's red cultural resources and explores the spirit of the times contained in its red culture. And then, we propose some Strategies for the inheritance and innovation of Aba red culture.

2. Present Situation and Characteristics of Aba Red Culture Resources

Sichuan Aba red culture resources are rich in content, widely distributed and rich in local characteristics. All 13 counties in Aba Prefecture have left footprints of the Red Army's Long March, and there are 9 counties and 114 towns named as the old revolutionary base areas. There are 413 revolutionary sites of various types, including 2 national key cultural relics protection units and 13 sites, 9 provincial cultural relics protection units and 12 sites. The Red Army martyrs' tomb in Ayesha Mountain, the highest altitude Tomb of the Red Army in China, is located in Aba Prefecture. The Baozao Battle Site, the first grassland campaign to open the north passage, is also located in Aba. In addition, red army propaganda slogans are everywhere on roads and buildings in towns and villages throughout the prefecture. A large number of guns and ammunition, broadswords and spears, shovels, water bottles, cloth coins, banknotes, copper coins, silver rounds, bugles, book boxes, etc., used by the guerrillas in battle are all excellent resources and carriers of the red culture.

After the long march of the red army, the reactionaries of the Kuomintang wantonly eliminated the Red Army in the snowy mountains and grasslands. The Kuomintang persecuted the Aba people of all nationalities who contributed to the Red Army and destroyed revolutionary relics and various Red Army slogans. The people of all ethnic groups in Aba fought resolutely against the anti-human cultural activities of the Kuomintang government, which protected many relics of the Red Army. Nowadays, many relics of the Red Army in Aba area are scattered and kept in important museums,

libraries and archives throughout the country. It is impossible to collect these relics back, which has brought difficulties to the further protection and development of red culture in Aba area.

3. The Times Spirits of Aba Red Culture

3.1 Arduous Belief

Hardship is a manifestation of a strong will not afraid of difficulties and perseverance. At that time, the red army soldiers conquered eight snow-capped mountains above 4,000 meters above sea level in Tibet and Qiang area. When soldiers of the Red Army climbed over these snow-capped mountains, some of the soldiers were killed by the harsh natural environment, and they were buried in the snow-capped mountains. The Red Army launched a desperate struggle with nature, relying on the high consciousness and strong perseverance of the generals of soldiers, and passed the inaccessible snow-capped mountains and grasslands. This shows that the Red Army is a team of heroes that cannot be defeated, dragged, or stumped. The national spirit of the Red Army, who is not afraid of hardship, is the essence of Aba's red culture, which enriches and develops the spirit of struggle of the Chinese nation. In the war years, this spirit inspired the people of all ethnic groups across the country to overthrow the "three mountains" and gain national independence and national unity; in peacetime, it still inspires us to maintain a high spirited state of mind and to strive unremittingly for the goal of building a moderately prosperous society in an all-round way and the great rejuvenation of the Chinese nation.

3.2 Revolutionary Optimism

During the period when the Red Army soldiers were in Tibet and Qiang area, they formulated and implemented seven campaign plans aimed at striking and destroying the Kuomintang troops. In these battles, the Red Army officers and soldiers fought hard, broke through the siege and interception of hundreds of thousands of Kuomintang troops, and dealt a heavy blow to the Kuomintang army, local armed forces and diehards. In the process of moving to Aba, the Red Army also propagated revolutionary ideas along the way, sowed the revolutionary fire, expanded the influence of the Communist Party of China and the Red Army, and made indelible contributions to the cause of the Chinese revolution. Nowadays, young people in our country lack frustration training and lack the revolutionary optimism of the Red Army, so they often lose their courage in life. Therefore, to use red cultural resources to educate college students in optimism is to inherit the Red Army's fine tradition of daring to endure hardships and daring to fight tough battles, and to learn from the Red Army's revolutionary optimism spirit. This kind of optimism can enable oneself to integrate personal growth with the future of the country and the nation with a good attitude, full spirit and invincible courage, despise difficulties, overcome them, and maintain a high spirit.

3.3 National Unity

Patriotism is essentially expressed as a value relationship between an individual and a country or nation, which embodies the deep feelings of individual loyalty and love for the motherland. Aba Tibetan and Qiang Autonomous Prefecture is a place where ethnic minorities live. After the Red Army entered the Tibet and Qiang regions, it formulated and issued many important ethnic policies in a timely manner, including the national liberation movement, ethnic autonomy, the establishment of the People's Revolutionary Party, the training of ethnic minority cadres, strengthening ethnic unity, and respect for ethnic minority's freedom of religious belief. Then, these ethnic policies were conveyed to the grassroots through various internal party newspapers, propaganda and explained the significance of the ethnic minority revolutionary struggle to the Chinese revolution, and mobilized and united the ethnic minority people to form a unified alliance. According to statistics from the Propaganda Department of Aba Prefecture, during the Long March, more than 500 people in Tibet and Qiang joined the Communist Party and more than 5,000 people participated in the main Red Army, and more than 10,000 people joined the guerrillas or became Soviet cadres at all levels. The

local people successively raised more than 20 million catties of grain, donated more than 200,000 cattle and sheep, and also built roads and bridges for the Red Army, creating conditions for the Red Army to go north to resist Japan. This selfless sacrifice of everything for the victory of the revolution is the best interpretation of the patriotism of Aba Prefecture people.

At present, using Aba's red cultural resources to educate young students in colleges and universities on patriotism, it is necessary to combine patriotism education with social responsibility education. In the new era of reform, opening up and modernization, contemporary college students need to promote and cultivate the great national spirit of unity, peace and self-improvement with patriotism as the core.

3.4 Sentiment of Serving the People

Serving the people embodies the fundamental requirement of socialist morality and the objective need of socialist economic foundation. Since its founding, the Communist Party of China has established the aim of seeking benefits for the people. During their stay in the Tibetan and Qiang areas, the Red Army officers and men kept this aim in mind, cared about the people's life, thought for the Tibetan and Qiang people everywhere, and worked for the interests of the Tibetan and Qiang people consciously and sincerely. According to records, the Red Army Headquarters stipulated that the officers and soldiers must respect Tibetan customs and strictly enforce mass discipline. At the same time, they have established governments at all levels, organized mass organizations such as the people's Federation, youth teams and sister groups to help the Tibetan and Qiang people carry out the national liberation movement and train ethnic minority cadres. After the red army went northward, the people of Tibet and Qiang wrote many poems to express their nostalgia for the Red Army. All these fully reflect the military and civilian feelings of the Red Army officers and soldiers and the Tibetan and Qiang people.

At present, we are in the crucial stage of reform and development. Various thoughts at home and abroad are surging each other, and the values of life of some young people are misplaced. Some young people's social responsibility consciousness is weak, and even seek personal interests by any means. As the builders and successors of the socialist cause, the moral quality of teenagers is directly related to the future and destiny of the country. Therefore, we should use Aba red culture resources to educate and guide the youth. On the one hand, encourage young people to combine their life goals with the needs of the country and the people; on the other hand, young people should have the pursuit of life value of selfless dedication to the motherland and the people, and correctly handle the relationship between personal interests and collective interests, local interests and overall interests, current interests and long-term interests. Young students should unify their lofty ideals with seeking benefits for the masses of the people. At any time and under any circumstances, we must strive to realize and safeguard the fundamental interests of the overwhelming majority of the people. Only in this way can we realize our ideal of serving the people and contribute our youth and wisdom to the great practice of building a harmonious socialist society.

4. Inheritance and Innovation Strategies of Aba Red Culture

4.1 Transform Aba Red Cultural Resources into Ideological Educational Resources

Promote the effective application of Aba red culture in the ideological and political education of universities. Universities should give full play to their resource advantages and integrate local red culture into the ideological and political education classroom. Colleges and universities should strengthen the training of red culture knowledge for ideological and political education teachers, so that red culture can be implemented in the whole process of ideological and political education and teaching. With the aid of Aba's red culture, innovate the educational and teaching model, and get rid of the boring teaching method based on textbooks. For example, effectively apply the spirit of the Long March and the spirit of "two bombs and one star" in the classroom for education and teaching, play the function of cultural education and further enhance the effectiveness of red cultural education.

Teachers can enliven the classroom atmosphere by telling stories, watching red cultural documentaries and other entertaining and entertaining methods, so that students can feel the essence and charm of red culture in a relaxed and pleasant atmosphere.

Relying on the rich local red cultural resources, colleges and universities in Sichuan Province should make full use of the local red cultural resources. By organizing students to visit the red culture base, or holding an essay contest with the theme of red culture, encourage teachers and students to establish firm ideals and beliefs, promote the spirit of red culture, and stimulate students' patriotic enthusiasm.

The development of these practical activities can create a good red culture atmosphere in colleges and universities, open up a new path for Aba red culture education, and inject new vitality into the red culture teaching content of ideological and political education in colleges and universities. Through the development of activities, students can actively learn about the red culture outside of the classroom, increase their interest in the red culture, and then assume the historical mission and responsibility of promoting the red culture.

4.2 Develop Aba Red Tourism Resources

Aba Prefecture should be committed to strengthening regional cooperation to maximize the social and economic benefits of the development of red cultural resources. Sichuan Province should promote the overall development of Aba red cultural resources based on the support of various policies, funds, projects, finances and taxes in Aba Prefecture, to strengthen regional cooperation in red tourism, and actively encourage the public to participate in a series of cultural activities such as "Revisiting the Long March Road". Regional cooperation and development can not only promote the propaganda of red culture, but also broaden the vision and scope of promoting red culture, and further enhance the value of red culture tourism. Regional cooperation projects make the red culture inherit and carry forward, further promote the development of local economy, and finally realize the unity of social and economic benefits of the development of red cultural resources.

The development of red tourism resources should grasp the characteristics and core values of Aba red culture, build it according to the specific conditions and develop reasonably. Red culture all over the world has its unique characteristics, so we should pay attention to its unique value significance and connotation. In order to develop and utilize the red cultural resources and deeply study the unique value of red culture, we should strengthen the construction of ecological civilization instead of focusing on economic benefits. Meanwhile, we should work together with the construction of ecological civilization, protect the red cultural relics and show the original appearance of the relics.

4.3 Build Aba Red Culture Characteristic Brand

The city brand reflects the city's more prominent assets and personalities than other cities in some respects, and the significance of building a city brand lies in developing the city's distinctiveness. Aba red resources have their own unique cultural characteristics, and creating a unique local red cultural brand is an important task to promote the development of Aba red cultural industry. Firstly, strengthen the public opinion propaganda of the local red culture. In recent years, local governments have begun to promote the red culture through the WeChat official account platform to narrow the distance between people and the red culture. However, the popularity of WeChat public account marketing is not enough. In terms of content, publicity departments should innovate and develop topics that attract readers' interest, follow the trend of the times and real-time cultural hot spots. Secondly, build a local red culture research center. At present, a professional red culture research team is needed to further dig and research local red cultural resources, and through existing data and field research, comprehensively analyze and summarize the characteristics of local red culture, and create a red cultural brand with local characteristics. The Aba state government and various scientific research institutions should make good use of Aba's rich red cultural resources, relying on scientific research platforms such as universities and various red cultural research centers, to do a good job in personnel training, and create a good working atmosphere conducive to scientific research staff. In terms of talents, a group of professional and high-quality red culture research workers should be trained to

accelerate the transformation of scientific research theoretical results into practical results, and realize the innovative development of Aba red cultural resources.

4.4 Expand the International Influence of Aba Red Culture

Cultural soft power is an important criterion for measuring the comprehensive strength of a country and region. Promoting the “going global” of red culture is conducive to expanding the international influence of red culture and demonstrating my country's cultural soft power. Internationalization is conducive to show our country's unique advanced red culture, thereby guaranteeing national cultural security, enhancing international image, and promoting the core values of red culture to the world.

The differences between Chinese and Western cultures cause people in different countries to have different understandings of China's unique red culture. Therefore, we should change the way of language transmission and explore new ways of transmission.

5. Conclusion

The Aba Red cultural resources are very rich, covering many fields such as politics, military, and culture, and have very important value and significance. Today, red cultural resources in various regions of the country continue to show, Aba red cultural resources need to be continuously inherited and innovated to keep pace with the times, so as to enhance the inheritance value of Aba red culture and realize the inheritance of red culture in the process of development.

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