

The Value Connotations and Practical Pathways of Integrating Red Culture into the Ideological and Political Education of College Students

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Abstract

Red Culture is a unique spiritual symbol and valuable ideological resource formed by the Chinese people under the leadership of the Communist Party of China in the great practice. Its inherent progressiveness, revolutionary nature, practicality, people-oriented nature, and national character are highly aligned with the fundamental task of fostering virtue and nurturing talents in higher education. The systematic integration of red culture into college students' ideological and political education has multi-dimensional value connotations. On the basis of defining the core concept of red culture, this paper expounds its value from the four dimensions of political guidance, educational efficiency, cultural soul-casting and psychological empowerment, and based on this, constructs a progressive practice path system of "core element foundation-method innovation-field expansion", and finally realizes the organic unity of value guidance, knowledge transfer, ability cultivation and personality modeling.

Keywords

Red culture; college students; ideological and political education.

1. Introduction

Under the background of the interweaving of the great changes unseen in a century and the overall situation of the great rejuvenation of the Chinese nation, the ideological contest is becoming increasingly complex, and the value-building of the young generation is facing unprecedented challenges. As the main position of talent cultivation and the frontier of ideological work, the effectiveness of ideological and political education in colleges and universities is directly related to the solution of the fundamental problem of "cultivating who, how and for whom." General Secretary Xi Jinping profoundly pointed out: "The red resources are the witness of our Party's hard and brilliant struggle, and the most precious spiritual wealth. We must protect, manage, and utilize these resources with all our heart, mind, and strength". This provides the fundamental guidance and resource treasure house for the innovative college students' ideological and political education in the new era.

Red culture originated from the historical period when the Communist Party of China united and led the Chinese people in prolonged revolutionary struggles, as well as subsequent socialist construction and political development, and is the sum of material carriers and spiritual wealth [1]." For the convenience of follow-up analysis, this paper further distinguishes the two forms of red culture: Material form (revolutionary sites, cultural relics and historical materials, red venues, red home books, etc.) and spiritual form (the core contents of the spiritual pedigree of Chinese Communists such as Jinggangshan Spirit, Long March Spirit and Yan'an Spirit). They serve as carriers and transform each other. Red culture profoundly embodies the nature, purpose, mission and spiritual characteristics of the Party, is the core composition of the spiritual pedigree of Chinese Communists, and is also an important cornerstone of socialist

cultural confidence with Chinese characteristics. Integrating red culture into college students' ideological and political education is a strategic measure to strengthen students' ideals and beliefs, resist historical nihilism and cultivate new people of the times.

2. The Multidimensional Value Implication of the Red Culture in the Ideological and Political Education of College Students

2.1. Political Guiding Value: Building the Foundation of Ideals and Convictions and Strengthening National Identity

Red culture is the most vivid footnote in the history of the Communist Party of China. It carries the spiritual password of "where to come from and where to go" and has a powerful political guiding function. Firstly, it transforms the great history of the Party, the history of new China, the history of reform and opening up, and the history of socialist development into a tangible, perceptible, and interactive "alternative history" through the concrete and scenic carriers of revolutionary sites, historical materials of cultural relics, heroic deeds, and red family books. This "sense of historical presence" can effectively break the trap of historical nihilism, help college students to deeply understand the historical inevitability of the leadership of the Communist Party of China, the sinicization of Marxism, and the correctness of the path of socialism with Chinese characteristics in the contrast between history and reality, so as to strengthen historical and strategic determination and establish correct historical, ethnic, and national views. Secondly, the spiritual form of red culture contains the spirit of Jingtangshan, the spirit of the Long March and the spirit of Yan'an, etc. Learning these spirits can provide clear value coordinates and lofty spiritual models for college students who are in the "jointing and booting period," guide them to integrate their personal ideals into the great cause of national development and national rejuvenation, "never change our principles or our ambition", and bear the great cause of national rejuvenation [2].

2.2. Value of Educational Effectiveness: Solving Traditional Dilemma and Improving Educational Efficiency

Faced with the problems of the traditional ideological and political education, such as the lack of attraction, the lack of appeal, the lack of pertinence, and the disconnection between theory and practice, the red culture becomes the key increment to solve the dilemma and improve the actual effect with its unique endowment. On the content level, the red stories and revolutionary cases have the nature of thought, narration and emotion, which can transform the abstract theory into the vivid destinies of revolutionary figures and the lively historical events, and realize the combination of ideological and political education that "persuades through reason" and "moving people by emotion." In form and method, the practice forms of red education base research, historical drama rehearsal and VR/AR immersion experience break the physical boundary of the classroom and construct the "walking" ideological and political class and social practice class. An empirical analysis based on questionnaire and experimental research shows that the positive effect of such educational forms on student engagement and learning outcomes is the most significant [3]. Of course, the full play of this synergistic effect needs certain conditions, such as teachers' in-depth understanding and transformation of red resources, the school's systematic investment in practice teaching and so on. When the resources are limited, the red resources with high matching degree with the core knowledge of the course can be preferentially selected for development. In general, the integration of red culture is helpful to promote the transformation of ideological and political education mode from one-way knowledge inculcation to two-way interaction, emotional resonance and deep participation mode of practical comprehension.

2.3. Cultural Soul-Cultivating Value: Firm Cultural Confidence and Nourishing Historical Consciousness

Cultural confidence is more basic, broader, and deeper. Red culture is not without its roots; it is deeply rooted in the fertile soil of China's excellent traditional culture, and has been tempered and sublimated in the fire of revolution and construction. It represents the creative transformation and innovative development of Chinese excellent traditional culture, and constitutes the direct source and distinct background of socialist advanced culture. The integration of red culture system into ideological and political education can guide college students to deeply understand the unique position, generating logic and time value of red culture in the spiritual pedigree of the Chinese nation in the comparison of vertical historical lineage and horizontal cultural contexts. College students can enhance their internal identification with the socialist cultural development with Chinese characteristics by understanding how the revolutionary forefathers used the Marxist standpoint and method to critically inherit and revolutionarily transform traditional culture, thereby creating a brand-new cultural form of the people. This process is not only imparting cultural knowledge, but also carrying out profound cultural enlightenment and history education, which helps college students to form deep cultural consciousness and clear historical consciousness, and clarify their responsibilities and missions as cultural inheritors and historical bearers.

2.4. Psychological Empowering Value: Cultivating positive quality and promoting mental health

The value of the red culture not only points to the moral character, but also radiates the mental health. Academic research shows that there is a significant positive correlation between the identity of red culture and individual mental health level, and red culture resources can be used as an effective "psychological protection factor" [4]. Its inner mechanism can be understood from three aspects: First, the hard struggle, optimism, endurance and other spiritual characteristics contained in the red culture can provide a positive means of meaning-making for college students – when the individual interprets adversity as "sharpening" rather than "hitting," its psychological resilience can be enhanced. Second, the revolutionary forefathers' firm will, noble personality and the love of family and country can stimulate the students' sense of respect, pride and mission. These positive emotional experiences help to replace or alleviate the negative emotions such as anxiety, emptiness and depression. Third, participating in collective activities with red themes (such as team study, voluntary service, story presentation, etc.) can strengthen the social connection of college students, enhance the sense of belonging and collective honor, and thus improve their sense of social support and overall subjective well-being. Therefore, red culture has opened up a unique cultural path for realizing the "psychological-moral education" and promoting the overall development of college students.

3. The Systematic Practice Path of the Integration of Red Culture into the Ideological and Political Education of College Students

3.1. Core Elements Support: Construct the Solid Foundation of "Content-Form-Teacher-Evaluation"

In-depth Development of the Content System. The premise of integration is the deep excavation and effective transformation of content to prevent simple piling up of red stories. Colleges and universities should organize forces to systematize and study the red cultural resources systematically, and establish a school-based resource database with clear classification and distinct characteristics (for example, according to the classification index of "spiritual form-corresponding historical events-applicable teaching scenes"). Teachers of ideological and political course should follow the principle of "content is king," select red stories, cases and

theoretical views with high fit and strong appeal according to the core knowledge of teaching material, realize the organic integration of teaching material system, teaching system and red resources, and avoid the phenomenon of "two skins." At the same time, we will vigorously promote the construction of "Curriculum Ideology and Politics," encourage teachers of all disciplines to dig deeply the deeds of scientists, builders and industry spirit related to the red culture in the development of the discipline and the specialty, and embed the red gene into the professional knowledge teaching to realize the integration of value leading and knowledge teaching.

Three-dimensional Innovation of Form and Carrier. Insist on "the combination of online and offline, the integration of in-class and out-of-class, and the unification of theory and practice." In the classroom teaching, the comprehensive use of case teaching, problem chain guide, classroom debate, narrative teaching and other methods, tell the red stories in a deep, clear, and vivid way. In practice teaching, we have carefully designed experiential projects such as "retrace the red footprints", "red site search" and "dialogue with revolutionary descendants," and organized immersive educational activities to create a "social class" by taking advantage of opportunities such as major historical event commemoration days and thematic Party and Legion day activities. In addition, the red cultural symbols should be organically integrated into the physical environment and network virtual space of the campus. Through ritual activities such as the opening ceremony, graduation ceremony and cultural and artistic festivals, the campus cultural atmosphere of "ubiquitous and silent" should be created to achieve environmental education.

Professional Development of the Teaching Staff: Educators themselves are the most direct "spokesperson" and "converter" of red culture. We must strive to build a "strong political stance, deep affection for students, innovative thinking, broad vision, strict self-discipline, and upright character" ideological and political work team. This requires teachers not only to deepen the study of the Red Theory, the Party History and the National History, to improve the theoretical literacy and historical insight, but also to master modern educational technology, to make good use of the discourse system and mode of transmission (such as short video, live broadcast and animation) that young students enjoy, to express the Red Culture in a modern and youthful way, and to improve the affinity and pertinence of education. At the same time, an effective incentive mechanism should be set up, and the innovation achievement of red culture teaching should be included in the teacher's professional title evaluation and performance evaluation system to stimulate the teachers' endogenous motivation. In addition, we should construct a cross-departmental and cross-role "educating community" and promote the synergy among teachers of thought and politics, teachers of specialized courses, counselors, party and government cadres and practice tutors outside the school.

Scientific design of evaluation mechanism. Scientific evaluation is the key link to guarantee continuous improvement, quality improvement and efficiency of integration work. A set of evaluation system should be established, which covers multiple dimensions, runs through the whole process, and has both diagnostic and developmental functions. The content of evaluation should be changed from single knowledge evaluation to comprehensive investigation of value recognition, emotional resonance, behavior practice and long-term social benefit. Specific reference can be made to the following example indicators: (1) Value recognition: Through a dedicated questionnaire section in the final ideological and political course exam and an open-ended questionnaire to measure the students' recognition of the core value of red culture; (2) Affective resonance: Through analysis of emotional vocabulary and narrative pattern (qualitative evaluation) in students' red theme reflection diary and interview records; (3) Practice degree: Quantify the duration of volunteer service, the quantity and quality of red theme creation (articles, videos, artistic works), and the number of times of participating in red publicity activities; (4) Long-term benefits: the change in the proportion of graduates working

in areas aligned with national strategies or in grassroots units in their career choices (long-term accumulation of data is required). In terms of evaluation methods, we should integrate quantitative evaluation (such as standardized questionnaire) and qualitative evaluation (such as in-depth interview, behavior observation and achievement analysis), and pay attention to the combination of process evaluation (such as interim feedback) and outcome evaluation (comprehensive evaluation at the end of semester or at the end of project), carry out dynamic monitoring and feedback adjustment in different stages of educational activities, and optimize strategies and consolidate results in time.

3.2. Method Innovation: Promote resource activation and transformation with the help of narrative and scientific and technological empowerment

To shift red education from grand narrative to reasoning grounded in specific events, by entering or recreating life scenarios, narrating the historical stories, realistic stories, the stories around, to realize the dialogue with the red characters [5]. Telling the historical story of "temperature," the realistic story reflecting the spirit of the times, the role model story occurring around the students, and guiding the students to have emotional resonance and ideological collision with the historical characters in the situation, thus realizing the natural generation and identification of value. It should be noted that contextual narration must be based on historical facts, and its boundary lies in not distorting the historical main facts, so as to draw a clear line with historical nihilism.

Strengthen digital technology and expand the new dimension of red culture dissemination. Embrace artificial intelligence, big data, meta-universe and other new generation of information technology actively, let red resources in digital space "live" and "move." It can build a digital museum of red culture, develop a series of VR Party history courses (such as the "Seizing Luding Bridge" immersive experience), create red-themed online literary and artistic masterpieces, and operate an influential new media platform of red education. By using Z-generation aesthetic expression, the red positive energy is spread effectively in the main battlefield of network, and the attraction, appeal and radiation of red culture in virtual space are promoted. At the same time, we should maintain technological rationality and guard against technological alienation, avoid diminishing the seriousness of history, and ensure that technology always serves the core goal of value transmission.

3.3. Field Expansion: Exploring Deep Integration with Mental Health Education

Actively explore the creative application of red culture resources in mental health education. The theme of courage, tenacity, optimism, dedication, collectivism and other topics in the red spirit can be integrated into the psychological practice activities. By carrying out psychological drama, group guidance, painting, music healing and other activities on the theme of the red culture, college students can resonate and empathize with the red culture in psychology and action, so as to adhere to correct values and life objectives and form firm ideals and beliefs when facing the real challenges [6]. Using cognitive restructuring techniques, the coping strategies of revolutionary forefathers under extreme dilemma (such as optimism in the Long March, self-reliance of the local army and people) are abstracted as psychological tools for contemporary college students to cope with academic pressure and employment anxiety. In terms of concrete operation, we can design "Red Coping Strategy Workshop" to guide students to compare the similarities and differences between their own dilemma and historical situation and to extract transferable psychological resources.

4. Conclusion

The integration of red culture into the ideological and political education of college students is a soul-casting project related to the effectiveness of fostering virtue and nurturing talents, the

enduring legacy of the red revolution, and the great rejuvenation of the nation. Its value is profound, connecting political identity, educational innovation, cultural inheritance and mental health, and serving the overall goal of cultivating new people in the era of national rejuvenation. The full realization of value is not a spontaneous process, but a scientific, systematic and innovative practice system. On the basis of defining the dual form of red culture (material and spiritual), this paper expounds its four-dimensional value—political guidance, educational efficiency, cultural soul-casting, and psychological empowerment—and constructs a progressive practice path that sequentially addresses content foundation, methodological innovation, and field expansion, thereby creating a clear correspondence between value dimensions and practical pathways." Colleges and universities should adhere to systematic thinking and upholding fundamental principles while pursuing innovation, while continuously consolidating the content, form, teachers and evaluation of basic projects, **and should** consciously integrate cutting-edge academic achievements and constantly optimize the internal mechanism of red culture education. We should take the courage to carry out method innovation, make good use of contextual narration to bridge the distance between history and reality, take advantage of digital technology to break through the space-time boundary of educating people and guard against technological alienation, and actively open up new fields where red culture and mental health education cooperate and promote each other. Finally, through the construction of the red culture education ecological system of target synergy, subject pluralism, method innovation and evaluation science, the young students are guided to profoundly identify with the red culture, consciously continue the red blood line, strengthen the ideal belief, cultivate the moral sentiment, refine the hard ability, maintain the healthy mentality, truly grow into socialist builders and successors who have ideals, dare to take responsibility, can endure hardship, and are willing to strive, and inject the constant youth kinetic energy into the Chinese modernization to promote the great rejuvenation of the Chinese nation in an all-round way.

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