

## The Importance and Path of the Integration of Red Culture into Ideological and Political Courses in Colleges and Universities

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### Abstract

The combination of ideological and political theory courses and rich red cultural resources in colleges and universities is a powerful guarantee to improve the effectiveness of ideological and political education for college students and an effective way to run the concrete contents of socialist core values through ideological and political courses in colleges and universities. By running red culture through the education and teaching of ideological and political courses in colleges and universities, we can carry forward red culture, expand teaching content, cultivate healthy personality, promote the cultivation of correct three views, rally people's hearts and gather strength, and inject vitality into local economic and social development.

**Key words:** Red culture; Ideological and political lessons; Path

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### 1. RED CULTURE OVERVIEW

Socialism with Chinese characteristics has entered a new era, for the completion of the two hundred-year goals

of our country as scheduled, and for the realization of the great rejuvenation of the Chinese nation Chinese Dream, The education department of our country has always put forward higher requirements for the ideological and political theory course in colleges and universities. In the new era, we should hold high the great banner of socialism with Chinese characteristics, adhere to the theoretical confidence of socialism with Chinese characteristics, and teach the contents of Marxist theory with Chinese characteristics in a way that students like to see. In order to stimulate students' interest in ideological and political courses and achieve ideological improvement, we should focus on enhancing the pertinence of the contents of ideological and political courses and enhancing the appeal and penetration of the courses. In the teaching of ideological and political courses in colleges and universities, teachers need to run through the value and significance of red cultural resources in the teaching, enhance students' sense of high recognition of red culture, and improve the actual effect of ideological and political courses.

### 2. THE IMPORTANCE OF THE INTEGRATION OF RED CULTURE INTO IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES

#### 2.1 Enrich the Teaching Content and Spread the Red Culture

The ideological and political theory course was considered to be very important in the past, people expect it to be very high, but want to teach the course is difficult, the student study effect is not high. In recent years, the reform of ideological and political

curriculum has also experienced a lot of exploration, in the course content, examination form, examination and other aspects of continuous exploration and practice, strive to achieve students interested in ideological and political courses, can help students personal growth of the curriculum. Because of its regional nature, cultural differences and uniqueness, red culture has great advantages in educating people. Its content is very specific, lively and easy to understand. College students can easily understand its content, and then have a sense of affinity, so that students are willing to learn ideological and political courses. This for the ideological and political teaching in colleges and universities into the unique quality of teaching resources.

## **2.2 Shaping Healthy Personality and Promoting the Formation of Three Views**

General Secretary Xi Jinping clearly pointed out that “ideological and political theory course is the key course to carry out the fundamental task of building up people by virtue “, which shows that ideological and political theory course has the ability to establish students’ moral direction, shape correct” three views “, strengthen their own inner heart, enrich their spiritual world, strengthen their sense of mission, and dare to take on the important task of the times. College students come from all over the country, the growth environment, personality, personal quality is quite different, many students are still in the stage of life growth “rebellious period” and the world outlook, outlook on life, values of the cultivation period. They seem confident and not afraid of anything, and in fact they are sensitive, suspicious and fragile when they encounter things; they seem as stable as adults, but their self-management ability is insufficient; This generation of students born in the era of more developed Internet, values are vulnerable to various social trends of thought; they tend to feel good about themselves, not set life plans and goals. As an advanced culture that conforms to the trend of historical development and promotes social progress, red culture is an important way to realize the establishment of morality in ideological and political theory course, and also helps students to establish correct world outlook, outlook on life and values. It is a teaching resource to cultivate college students’ excellent professional ethics and psychological quality. The great historical changes experienced by the Communist Party of China, the heroic deeds of the revolutionary martyrs and the lofty revolutionary ideals and beliefs on them, as well as the people who fought hard for the realization of the great rejuvenation goal of the Chinese nation during the period of socialist modernization, have the national spirit of self-improvement, bold reform and innovation, the spirit of the times, and the noble patriotic feelings of putting the country’s safety and disgrace first.

## **2.3 Concentrate on Local Economic Development**

The red culture is derived from the great practice of the Chinese revolution and the socialist construction, which contains the strong patriotic feelings of the broad masses of the people, lofty communist ideals and beliefs, collectivism serving the people as the core, and arduous struggle, which can not only embody the important characteristics of the excellent traditional culture of the Chinese nation, but also pass it on, and encourage the aspiring young people of contemporary China to inherit the glorious tradition of the revolutionary ancestors, to bravely move forward and boldly carry out the reform and innovation of the economic and political system, Transforming this spirit into a continuous motive force for socialist construction is also the spiritual motive force for people to work together and continue to work hard in the future social construction to realize the goal of two hundred years of struggle, the dream of the great rejuvenation of the Chinese nation, and the building of a modern powerful country.

## **3. THE PATH OF RED CULTURE INTO IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES**

The integration of red culture into ideological and political teaching in colleges and universities has practical guiding value in improving the teaching quality of ideological and political courses or letting more students understand and master red culture. Socialism with Chinese characteristics has entered a new era. If we want to talk about ideological and political courses in colleges and universities, run the red culture through education and teaching all the time, and cultivate the new era youth with communist ideals, good moral quality, responsibility and sense of historical mission, we can tell the students the deeds of typical red characters and the spirit they have. The ideological and political courses in colleges and universities are told in the form of stories, so that students can resonate in their hearts, so that students’ ideals and beliefs are more firm, students’ patriotic feelings are aroused, and the motive force of youth is set sail, becoming a great force to realize the prosperity and rejuvenation of the country.

First, the “ideal and belief” into the ideological and political courses in colleges and universities. Understand the great deeds of red characters and strengthen the ideals and beliefs of college students. As the main part of red culture, red characters are the important supporting points for colleges and universities to integrate red culture into ideological and political teaching. Make clear the advanced

deeds of the red characters, infiltrate the connotation of “reason” into teaching, improve the emotional resonance between ideological and political courses in colleges and universities and students, let students remember the Party’s initial heart, remember the historical mission, adhere to the guiding position of Marxist theory, and strengthen communist faith. The red culture can be integrated into the ideological and political teaching in colleges and universities, with the help of local typical red characters, relying on their descendants to tell the moving deeds, and carry forward the spirit. Let the students to the red characters and deeds more recognition, ideological resonance, so as to improve the persuasion of ideological and political courses in colleges and universities.

Second, integrate “patriotic feelings” into ideological and political courses in colleges and universities, excavate the advanced deeds of red characters, and stimulate people’s patriotic feelings. Red deeds are the heroic characters in the period of Chinese revolution and socialist construction in order to achieve the established goal, known as the heroic deeds, is an important focus of colleges and universities to integrate red culture into ideological and political teaching. To make clear the connotation of the red story, to melt the “feelings” into the matter, and to tell the ideological and political courses in colleges and universities in the form of stories will help students form the idea of putting the needs of the masses of the people first. Integrating red culture into ideological and political teaching in colleges and universities can not be separated from the description of their own deeds by taking red characters as the starting point and foothold. Show the red story contained in the red base, let students feel the connotation, stimulate students’ patriotic enthusiasm and enhance the educational effect of patriotism education in ideological and political courses.

Third, integrate “strength” into ideological and political courses in colleges and universities, carry forward the red spirit and unite the great cause of rejuvenation. The red spirit is the motive force that people have to inspire generations of characters to move forward bravely in order to realize the prosperity and strength of the motherland through understanding the red story and accepting its spirit. It is the purpose of integrating red culture into ideological and political teaching in colleges and universities. Spread the red spirit well, gather the “force” in God, take the ideological and political course of colleges and universities as the position of spreading the mainstream ideology, let the college students understand and master the mainstream ideology, stress and practice the socialist core values, Strengthen students’ confidence and determination to realize Chinese Dream. On the basis of taking the red characters as the starting point and the deeds of the red

characters as the link, we should pay more attention to the transmission of the red spirit contained in the characters and deeds, which can unite everyone’s heart and inspire people to struggle. The realization of the great rejuvenation of the Chinese nation Chinese Dream can not be separated from the joint efforts of all the Chinese people, with the red spirit to unite the hearts of the people ,” force “in God, can enhance the strength to achieve the great rejuvenation of the Chinese nation.

In a word, only by taking red culture as an important teaching resource of ideological and political courses in colleges and universities, analyzing red characters as the main breakthrough point, running red deeds through the whole process, excavating the connotation of red spirit as the main goal, integrating “ideal and belief” into ideological and political courses ,” patriotic feelings “into ideological and political courses, and” strength “into ideological and political courses in colleges and universities, can we improve the story, empathy and symphony of ideological and political courses in colleges and universities, strengthen students’ ideals and beliefs, stimulate students’ patriotic feelings, and unite the great rejuvenation of the Chinese nation.

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Xi Jinping stressed at the National Education Conference: adhere to the road of socialist education development with Chinese characteristics to train socialist builders and successors with moral, intellectual, physical, labor and all-round development [N].<sup>1</sup> People's Daily, 2018-09-11(1).

Xi Jinping stressed during his visit to Peking University that he should seize the fundamental task of cultivating socialist

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