

Study on the Impact of Red Culture on the Ideological and Political Education of College Students

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Abstract: Study on the impact of red culture on the ideological and political education of college students is the core of this paper. Activities are the main form of moral education. Only by carrying out regular revolutionary traditional educational activities can the revolutionary spirit of the revolutionary ancestors be internalized into the quality of students. The revolutionary traditional educational activities have formed the characteristics of the serialization in content, stratification in goals, and normalization in time. The characteristics of our school's revolutionary traditional education are not only reflected in the school's school-running ideology, but also implemented in the school's development plan. The school regards the general revolutionary traditional education as the main content of the school's moral education work and campus culture construction. Study on the impact of red culture on the ideological and political education of college students is then discussed with the detailed theories.

Keywords: College students; ideological and political education; red culture; impact study; systematic study

1. INTRODUCTION

Political culture is a political phenomenon. It is a subjective reflection of the objective political history and political reality of a political party, a group, a nation, and a country.

It embodies the relationship between people and the political system. The main content of red culture is revolutionary traditional education. The arduous revolutionary struggle history of the revolutionary ancestors in the old area has left us a rich revolutionary spiritual connotation.

The characteristics of our school's revolutionary traditional education are not only reflected in the school's school-running ideology, but also implemented in the school's development plan. The school regards the general revolutionary traditional education as the main content of the school's moral education work and campus culture construction. The red culture embodies the advanced culture from the different historical periods in China, affects the process of social development, and reflects the spirit of the times. Its value-oriented function is its most basic and most important function.

By advocating patriotism, collectivism and socialism, red culture educates people to establish a correct world outlook, outlook on life and values, and improves people's ideological and moral quality. For the study, we should consider the list of the aspects.

(1) In the era of great economic and cultural development, the country, society, and individuals all need to have certain ideals and also beliefs to support them, and then serve to successfully solve problems such as the success of every Chinese, the great rejuvenation of the nation, and also the modernization of the country. The Chinese dream consists of This came into being.

(2) The revolutionary tradition and the political, economic, cultural and also ideological forms of the Chinese Communist Party embodied in the revolutionary war years, etc., the specific content and form of the red culture are expressed as a specific spiritual orientation and a specific material carrier.

(3) As a kind of social consciousness, political culture in turn will influence and guide specific political practice. As far as the stability and development of the community is concerned, the content of political culture mainly includes the dominant political thoughts, political ideals, national spirit and the spirit of the times, and political moral concepts formed in this community. The figure 1 shows the Red Culture.



Figure. 1 The Red Culture Presentation (Source: https://www.google.com/imgres?imgurl=http%3A%2F%2Fimages.wenming.cn%2Fweb_wenming%2Fhshwh%2Fyw%2F201808%2FW020180803399677396132.jpg&imgrefurl=http%3A%2F%2Fwww.wenming.cn%2Fhshwh%2Fyw%2F201808%2Ft20180803_4783626.shtml&tbnid=cqAB4mqhH_AHEM&vet=12ahUKEwj16tiPvqP7AhULj44IHf16AloQMygGegUIARCV AQ..i&docid=stSqZJnktUQAM&w=800&h=532&q=%E7%BA%A2%E8%89%B2%E6%96%87%E5%8C%96&ved=2ahUKEwj16tiPvqP7AhULj44IHf16AloQMygGegUIARCV AQ)

2. THE PROPOSED MODEL

2.1 The Ideological and Political Education Guidelines

Over the past 100 years, no matter what hardships they have experienced, the Chinese Communists have never given up their pursuit of the scientific truth of Marxism, and then firmly believe that communism will be then realized. The

educators and educational objects of ideological and political education are both real people. Whether it is an educator who undertakes the responsibility of establishing morality and a person, or an educational object with the potential educational needs, they are inseparable from the needs of the people, the needs are responses of the human brain to physical and social needs. The renewal of "thinking" of ideological and political education points to the inner essence and operation law of ideological and political education.

Artificial intelligence promotes the "thinking" update of the ideological and political education, which has a profound impact on the goal, value, content and essence of ideological and political education. In the era of intelligence, people will become more autonomous and also free, and new thinking concepts will be more needed to cope with the increasingly atomized and technological way of life. The great spirit of founding the party is the soul source of the Communist Party of China. It is closely related to the growth of young students from germination, development and continuation.

The great spirit of founding the party plays a guiding role in ideals and beliefs. As the basic task of moral education, we should combine the spirit of Party building with ideological and also political courses, and plant the great spirit of the Communist Party of China in the ideological and political education system, that is, to organically integrate the great spirit of Party building with Xi Jinping's thought of socialism with Chinese characteristics in the new era. Hence, we consider the listed aspects.

(1) The tool theory believes that network ideological and political education is to use the tool of computer network to carry out ideological and political education activities.

(2) If we want to reflect the implementation of the great spirit of building the party in the evaluation of ideological and political education and teaching, we must take the teaching of the spirit of building the great party as one of the evaluation indicators of the school's ideological and political theory courses, give full play to the role of the main channel of the classroom, and realize that teachers have methods with the emotional teaching, students think and learn with empathy.

(3) The content of ideological and political education in the new era is based on the historical orientation of the new era and the spiritual needs of the people, and has realized the update of content elements, the improvement of the content system and the upgrade of the content structure. In the new era and new journey, the magnificence of social practice and the richness of the spiritual needs of the educational objects determine the diversity and integrity of the content elements of ideological and political education. The content system of the ideological and also political education in the new era, including political theory education, ideal and belief education, and socialist core values education.

The ideal and belief education is the fundamental content. Noble scientific beliefs and firm ideals and beliefs are the fundamental content of the ideological and political quality of people. The ideological and political education in the new era should be centered on the education of ideals and beliefs. The core of ideological and political education in the new era should be the education of ideals and beliefs.

2.2 The Impact of Red Culture

Red culture is formed in the process of striving for national independence, people's liberation, and the realization of national prosperity and strength under the leadership of the

Communist Party of China. This shows that the main body of red culture is the broad masses of the people.

At the same time, it is also the starting point and destination for safeguarding and realizing the fundamental interests of the broad masses of the people. Politics is the most prominent feature of red culture. Always stand on the political standpoint of the proletariat, obey and serve the central tasks of the party at different times, which is the concentrated expression of the political nature of red culture. During the period of the new-democratic revolution, our party built red culture, a "cultural force", to make it an important part of the entire revolutionary apparatus, and fought against the white culture, imperialist foreign slave culture, and also feudal rotten culture of the Kuomintang reactionaries. The "army with a pen in the hand" cooperated with the "army with a gun in the hand", eventually leading the revolution to victory and establishing the People's Republic of the dictatorship of the proletariat.

Cultural phenomena such as people's spirits and concepts are the conscious manifestations of people's actual relationships and activities, their production, their interactions, and their social and political organizations. Therefore, in order to infiltrate the Chinese dream into all aspects of current social life, we must focus on people's real life. Based on the inherent natural connection between red culture and the Chinese dream, and to fully understand and grasp the Chinese dream, it is necessary to then deeply understand its historical origin and inheritance relationship.

3. CONCLUSION

Study on the impact of the red culture on the ideological and political education of college students is the focus of this paper. Practice is the supporter of historical materialism in Marxist philosophy. It is relying on "human perceptual activities". Only historical materialism has its true theoretical connotation, its true criticality and transcendence, and its true value purpose. In the future, we will apply the model into the educational activities.

4. REFERENCES

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