



REVIEW

Research on the Way to Promote the Innovation of Ideological and Political Teaching in Colleges and Universities with the “Emotion, Reason and Taste” of Red Culture

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ABSTRACT

As an important part of the advanced socialist culture, red culture has profound inner spiritual connotation and abundant external forms of expression, which provides good educational resources for the innovation of ideological and political courses in colleges and universities in the aspects of “emotion, reason and taste”. As a result, digging the ideological and political education value of red culture from multiple perspectives, actively employing all means and opening up various ways to promote the deep integration of red culture & ideological and political teaching activities has become a significant measure to promote the innovation of ideological and political teaching in colleges and universities.

1. Introduction

The ideological and political course in colleges and universities is a course that combines value and knowledge with the basic teaching task of “strengthen moral education and cultivate talent”. It cannot merely rely on abstract knowledge transmission and theoretical preaching, but should feel it with temperature of one’s soul and mind - That is, to motivate, guide, and educate the educates from the two aspects of “emotion” and “reason”, and therefore achieve the purpose of value recognition. As an important part of the advanced culture of China”, red culture refers to the cultural complex of Marxism and China’s concrete practice gradually formed under the leadership of the Communist Party of China in the long-term revolution, construction and reforming ,it

reflects the ideals, beliefs, morality, values of the Communist Party of China and general working people, as well as the pursuit and yearning for a better life, inheriting, recording, praising and carrying this historical process and reality in a variety of inheritance methods^[1]. Red culture has unique spiritual content as well as a variety of external forms of expression. Therefore, to dig into the value of ideological and political education in red culture, explore the application and combination of modern technology and education concept, provide various ways to realize the deep integration of red culture and ideological and political theory course, will not only provide excellent teaching materials and theoretical support for the teaching of ideological and political course in terms of “emotion” and “reason”, but also provide a more suitable point cut for the innovation of teaching methods of ideological and

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political course in colleges and universities in the aspect of “taste”.

2. The Significance of Promoting the Innovation of Ideological and Political Teaching Content with the Unique Spirit and External Forms of Red Culture

2.1 Emotion: Direct Life with the Temperature of Red Culture

Red culture has temperature. Aristotle once said: “All men by nature desire to know”. However, for college students, the most urgent needed are thoughts and theories that not only in line with historical and social development trends, but also close to the lives of common people, which can provide action guidance and spiritual inspiration for individual life. As “learning is the learning of life, knowledge is the knowledge of practice”, teaching content of the ideological and political course is derived from the ideological and political education practice activities focusing on “the needs of the times”, “the needs of society” as well as “the needs of students”. But the awkward thing is that the lack of teaching resources to restore the theory to practical activities that guide daily practical activities resulting in the abstract and obscure of content, divorced from the reality and thus lowered the teaching effect. The red culture itself is practical culture, which is the accumulation of the achievements of the Communist Party of China in transforming the basic principles of Marxism into the specific practical process of China. In this process, every heroic deed, every revolutionary site, and every precious cultural relic can lead us through the time and space of history and into the heart of the martyrs, to feel how they wrote their glorious and magnificent chapter of social practice with their firm ideals & beliefs and their strong emotions for home & country, as well as the spirit of seeking truth from facts and arduous struggle under the call of times and people’s expectations. Seneca once said: “Teaching is a long road, and example is a shortcut. “ Through touching with the hero’s glowing soul and the pulse beating with the times to feel the emotional resonance and spiritual baptism, on the basis of understanding and agreeing with their choices and struggles, to achieve the recognition of mainstream values and internalize it into their own value guidance for thoughts and actions. In the journey of the new era, seize the day, live it to the full, “run with the Chinese dream”, start an ardent life and colorful social practices.

General Secretary Xi Jinping has repeatedly emphasized that “To strengthen the ideological and political work in colleges and universities, we should attach great

importance to overcome people with culture, educating people with culture”^[2], as a result, to strengthen and enrich the teaching activities of ideological and political courses with red culture, allow full play to the infiltration, infection and guiding role of red culture which “moisten things silently”, to provide practical and effective educational resources for enhancing the emotional identification of the educated to the teaching content and realizing the transformation of knowledge theory to practical ability.

2.2 Reason: Understand Life with the Content of Red Culture

Red culture contains abundant meaning. Mao Zedong called it “the Chinese have learned a new culture of Marxism-Leninism”^[3], ever since mastered this ideological weapon, which was born in a specific time and whose mission is to build a truth system to guide China’s specific practice, Chinese people have changed from passive to active in spirit.^[4] Since the founding of the party, it has relied on the red culture as a spiritual bond of winning the popular support, uniting people, and encouraging healthy trends, the Chinese Communist Party united and led the people of all ethnic groups in the country overcame all kinds of difficulties and obstacles, and achieved remarkable success. Why is Marx right? Why can the Communist Party of China do it? History is the most telling witness! Red culture is the most convincing. Today, the Chinese nation, entering the new era, has embarked on a new journey of the great rejuvenation of the Chinese dream. Great cause calls for great spirit! General secretary Xi Jinping pointed out that “For the Chinese Communists, the history of the Chinese revolution is the best nutrition”. The lofty ideals and convictions, high moral sentiments, and strong patriotic feelings inherent in the red culture are the spiritual strength of this era to resist and eliminate unharmonious noise, build consensus to ensure the correct direction of socialist construction with Chinese characteristics!

Second, ideological and political education in colleges and universities “teaches young people the firm way of ideals and beliefs, the right way of understanding the world, and the scientific way of changing the world in terms of educational content”; In the teaching practice activities, should adhere to the guiding ideology of Marxism, continuously strengthen the patriotic thought and fine moral qualities of college students, as well as the confidence, courage and determination to fight for the cause of socialist construction for life. Obviously, the content of ideological and political education stays closely aligned in nature with the spirit and thought inherent in red culture. Hence, to externalize the outstanding ideological and moral qualities advocated by the red culture by means of

ideological and political education teaching activities, and provided to college students as “spiritual food” to help them complete life experiences and sentiments, thereby achieving the teaching content of internalizing ideological and political education. This is not only the mission of red culture, but also the purpose and nature of ideological and political education!

2.3 Taste: Attract Students with Colorful External Forms of Expressions

Red culture also has a variety of external forms of expression. Nowadays, the teaching object of ideological and political courses in colleges and universities has become the post-2000s generation with distinctive times’ character, the traditional, conventional classroom can no longer attract their mind or heart. The red culture has more than the characteristics of diversified external expressions: includes material forms like relics of heroes, photos, former residences, historical sites, memorials, etc. It also includes non-material forms such as revolutionary ideas, revolutionary spirits, revolutionary thoughts and traditions. Moreover, as they are created by vivid characters to record real life, they are often expressed in the form of literature and art as a carrier. For example: red story, red song, red drama, red movie, red novel ...It not only integrates knowledge spreading and value transmission, but is vivid and vigorous, artistic and entertaining as well. Therefore, by holding red song competitions, organizing red expeditions, reading and watching red classics, rehearsing red stage plays, and other ways that college students love to see and hear, make them to learn through entertainment, and combining with the traditional ideological and political teaching activities to promote the innovation of ideological and political teaching activities.

3. On the Specific Path of Promoting Ideological and Political Teaching in Colleges and Universities with Red Culture

3.1 Allow Full Play to the Leading Role of Teachers in Classroom Teaching, Organically Integrate Red Culture with Ideological & Political Teaching

The content of the red culture can be summarized as the “soul” of the mainstream social, values, such as the strong patriotism, the selfless collective spirit, the firm ideal and faith, and the lofty moral sentiment which displayed by the real living “people”, the “objects” used and the “things” experienced in the process of participating in the new democratic revolution and socialist construction, as a result, it is highly consistent with the content and nature

of ideological and political education. This requires the leader of classroom teaching - the ideological and political teachers must thoroughly understand the teaching material system as well as master the red culture: first of all, they must constantly enhance their knowledge reserve, be familiar with and understand the red history; secondly, select content that can fully reflect the teaching purposes, requirements and can brings out resonance of students as educational resources according to the psychological characteristics, practical needs and cognitive level of contemporary college students, introduce classroom teaching activities by way of case teaching to strengthen the effectiveness of classroom teaching by arousing the educated to think seriously and interact actively .

Furthermore, entering the era of new media and new technology, in addition to traditional teaching methods, ideological and political teachers in colleges and universities should know more about the application of modern technology in teaching activities. On the basis of using the internet, self-media, and various terminals as carriers to innovate and integrate red culture into ideological and political teaching methods, VR simulation technology can be used to break through the limitations of time and space for case teaching and situational teaching. For example, recreate the historical scene of crossing snow mountains and grasslands in a real experience, allow the students to immersive experience how the Red Army soldiers created a great miracle in human history with correct revolutionary theory as guidance, firm ideal and belief as well as strong revolutionary will as support in the face of harsh natural environment. Such a teaching method is full of experience and interaction, which makes “visitors” become “participants” across time and space, make college students actually feel the hard-earned red territory, and the hard-earned socialism with Chinese characteristics. Therefore, they have a deeper understanding of the scientificity and truth of Marxist thought, be more firm in establishing lofty ideals and beliefs, and enhanced the confidence and determination of patriotism.

3.2 Based on the Second Classroom, Allow Full Play to the Characteristics of Diversity of Red Culture to Create a Good Education Atmosphere

The theory of “the learning of life” originates from practice, it must be restored to the process of guiding social practice to deepen the understanding and identity of the educates. Red culture, which also comes from social practice, is most suitable to provide rich practice platform and mode for ideological and political education because of its diversified forms of expression. Consequently, colleges and universities can make full use of the second classroom

as a support, actively organize students to launch various social practice activities related to the theme of “inheriting the red gene, striving to be the new talent of the times”.

First, make use of the winter and summer vacations to organize college students to go to old revolutionary areas; visit, study and inspect the red relics, the former residence of heroes, the revolutionary memorial hall and other historical relics and memorial sites. To feel the truth on the spot and in real situation by viewing photos, relics, text instructions, listening to the affectionate explanations of the interpreters, listening to reports of revolutionary deeds witnesses and their families, and reading revolutionary historical documents, etc. Therefore, can understand more truly the greatness of “hero’s soul” that the heroes displayed when they make the heroic and moving deeds at the crucial historical moment; besides, organize a variety of campus cultural activities after school and on holidays, such as organizing red singing competitions, watching red movies, holding reading parties and readings of red classic novels and poetry as well as holding “inheriting and carrying forward the red spirit, concept and tradition” keynote speeches, lectures and speech contests as well as other activities which is informative, interesting, educational and entertaining. This not merely greatly enriches the students’ after-school cultural life, but also enables college students to be immersed in the campus cultural atmosphere constructed by red culture, understand the red history, feel the red spirit, thereby realize the sublimation of thought and the improvement of spirit, and finally achieve the goal of “strengthen moral education and cultivate talent “in the ideological and political course.

3.3 Strengthen the Construction of Red Websites and Make Good Use of the Role of Network Education Platform

Post-2000s generation have become the main force in today’s colleges and universities. According to data released recently by China Youth and Children Research Center, 64.6% of the post-2000s generation have mobile phones, which is about 8 times the number of the post-90s generation in their adolescence. For these babies born after the millennium, mobile internet has been not only a tool, but a basic way of life, it is their most important means of entertainment, leisure, social, shopping, learning and acquire information. They spend more than 3 hours every day bowing their heads to fiddle with their phones, so they are also called “Pubbing”, “screen refreshers” and “two-dimensional generation”...As “internet native”, they have been immersed in network culture since childhood, they are good at capturing new things, are accustomed

to global mindset, diversified cultural identity, as well as massive, fast and equal methods of gaining information. However, they are still in the period of forming of their world views, it is difficult for them to distinguish right from wrong when faced with intricate social realities, and are susceptible to the influence of wrong ideas as well as the expansion and penetration of the west. Therefore, General Secretary Xi Jinping stressed that “Whoever controls the internet has the initiative of the times”. This important conclusion pointed out from a commanding height that if China wants to develop rapidly without controlled by others, should not only attach importance to and vigorously develop science and technology, but also pay high attention to the ideological trend of teenagers in their growth, discover and guide their healthy development in time. Thus, to integrate red culture into ideological and political education in colleges and universities, must attach great importance to and strengthen the construction of red culture network platform, occupy the network field with advanced red culture, direct college students’ thoughts with correct values, take the lead of public opinion. Nonetheless, the construction of red network platform must have the characteristic of times, and use more internet phrases familiar to college students. Note also it should be entertaining, interesting while be instructive, informative and specific. For instance, make more red culture propaganda videos, red culture animation; organize some red knowledge prize-winning quiz, hold online forums on social hot issues, invite people to exchange and discuss in the forum on an equal basis, and hire professionals to write articles for evaluation and guidance, etc. In a word, to integrate red culture into ideological and political education in colleges and universities is of great significance for enhancing the effectiveness of ideological and political lessons in colleges and universities. Hence, actively explore various ways to promote the deep integration of red culture with ideological and political courses has become an important step to promote the innovation of ideological and political courses in colleges and universities at the present stage.

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