Research on the Way of Integrating Heyuan Red Culture into Ideological and Political Education for College Students in the Network Era

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Abstract: Heyuan red cultural resources are rich, and the maturity and application of network technology provide a new way for Heyuan red culture to integrate into the ideological and political education for college students. In the ideological and political education of colleges and universities, making good use of the internet can better exert the education function of Heyuan red culture, cultivate the noble moral sentiments of college students, and consolidate the ideals and beliefs of college students. To promote the integration of red culture into ideological and political education in the internet age, colleges and universities should build a red cultural network education platform, strengthen ideological and political teachers’ understanding of Heyuan red culture, enhance the quality of ideological and political teachers, and innovate the form of red culture education.

Keywords: The internet age; Heyuan red culture; Ideological and political education for college students; The way of integration

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1. Introduction

Heyuan red culture is a precious spiritual wealth and the crystallization of the historical practice of Heyuan people in revolution. In the development of ideological and political education for college students, the state now requires the education to draw more nutrients from the red cultural resources to strengthen the study of the history of the red revolution, to continuously improve the sense of historical mission and responsibility of modern college students, and to continuously identify the political beliefs of college students, and to continuously

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cultivate the noble character of college students. Colleges and universities should make good use of Heyuan’s rich historical and cultural resources, to make red culture better play its ideological and political education function by network technology, so that the ideological and political education can be more appealing, and enable college students to consciously accept the influence of red culture. In the ideological and political education for college students, Heyuan red culture should be applied in a good way. Through learning of Heyuan red culture and the history of Heyuan, especially the history of revolutionary struggle, the patriotism of college students can be cultivated and their correct view of history can be established.

2. Analysis of the Necessity of Integrating Heyuan Red Culture into the Ideological and Political Education for College Students in the Internet Age

(1) The Inner Necessity to Strengthen the Construction of College Students’ Patriotism and Guide them to Establish Correct Moral Concepts

The development of ideological and political education in colleges and universities in the new era should strengthen the patriotic cultivation of college students and enhance their patriotism in accordance with the fundamental requirements of moral education. Ideologically, college students should support the Communist Party of China (the CPC) and love their motherland, which is the fundamental direction for college students to realize their ideal of life and an important part of their ideal and belief. In addition, in the ideological and political education for college students, it is necessary to guide students to consciously practice the socialist core values and identify with the mainstream ideology in China. On one hand, the network era has brought great convenience to people, on the other hand, it has also accelerated the spread of ideas, ideologies, cultural products and mainstream values from other countries in China. Even, under their gorgeous coats, foreign cultures, values and ideologies have had a significant impact on college students in China. Especially the so-called universal values and various adverse social ideological trends in the West have seriously shaken the dominant position of Marxism in the ideology of college students. In order to enable college students to understand the essence of foreign culture, values and ideas, it is necessary to help college students to clarify the ideological fog through the development of ideological and political theory courses. More importantly, it is necessary to strengthen the publicity and education of red culture for college students. In the study of red culture, students can understand the history of China and the CPC more clearly, and can also understand the scientific truth of Marxism and communism more deeply. Also, they can understand that it is not easy for China in the new ear to achieve current achievements, and can understand the truth of Marxism and communism. At the same time, they can deeply comprehend the
origin and value of the core values of socialism, and even compare our values with the so-called universal values in Western countries, so that college students can understand the true face of the universal values of Western countries and understand the hypocrisy of universal values in Western countries.

(2) The Necessity of Absorbing Nutrient from Red Culture to Cultivate Contemporary College Students with ‘Four Qualifications’

In the new era, the state requires colleges and universities to train contemporary college students into socialist successors with ideals, morals, culture, and discipline in their teaching. From the study of red culture, contemporary college students can understand what communism is that 56 ethnic groups in China have been pursuing. By understanding the history of China’s revolution, contemporary college students can clearly understand the true meaning of communism, the great achievements China has made in the new era, and the achievements that China has made in status in the international society. These are all achieved by the hard work of the people of all ethnic groups across the country. It was, even, obtained by the blood and sacrifice of the revolutionary ancestors. In the study of red culture, college students can understand the loftiness of communist ideals and the difficulty of realizing communism ideals. The key is to make contemporary college students realize their responsibilities ideologically. In order to realize the prosperity of the next country and the ideal life in the future, they should not forget the original aspiration of communism, take the burden of history and continue to work hard for the second one-hundred-year goal in the new era China. By studying Heyuan red culture, contemporary college students can understand the heroic deeds of Heyuan’s ancestors in the revolutionary war, and accept the baptism of the red story and the red spirit. In the study, students should be guided to learn the noble moral sentiments and the outstanding spiritual character of revolutionary martyrs, which can strengthen the moral construction of college students. In particular, it is necessary to implement the activities of learning red culture into specific practices, lead contemporary college students to visit various red tourism sites and learn in the red classic tour, and allow them to communicate with the ancestors who have participated in the revolution, which would deepen the understanding and feelings of college students. What’s more, various offline red cultural learning activities can keep students away from the internet virtual world temporarily, improve the communication ability of contemporary college students in real life, and promote the integrity of college students’ personality.
3. Analysis on the Way of Integrating Heyuan Red Culture into Ideological and Political Education for College Students in the Network Era

(1) Construction of Red Culture Education Network Courses

Colleges and universities should actively create education courses of Heyuan red culture, combining red culture with ideological and political education in courses, so as to realize the study of Heyuan red culture and strengthen the construction of ideological and political education for college students at the same time. Marxism colleges in universities are the leading department for the development of ideological and political education. The party committees of colleges and universities should attach great importance to the construction of Marxism colleges and require them to incorporate red cultural content into the construction of ideological and political courses, and to improve the level of ideological and political courses. The teachers of the Marxism college who study red culture should take on the important task of integrating red culture into ideological and political courses, and can record a series of red culture education network courses. Also, teachers of ideological and political courses can move ideological and political classrooms to red attractions, such as: Martyrs’ Cemetery, Revolutionary Memorial Hall, etc. In the red classics, students can feel various specific red relics and various revolutionary items, having a more realistic experience. By doing so, college students can even narrow the distance with revolutionary heroes, feel the firm belief in the revolution, and have a deeper understanding of the spirit of revolution. For teachers, they can combines various on-site teaching with classroom theory teaching and records it into a high-quality red teaching course, and then uploads this red teaching course to the website, so that students can learn anytime and anywhere. The teachers of the Marxism college in universities should strengthen cooperation with teachers in computer networks. The teachers of the Marxism college are responsible for writing the story of Heyuan red culture. And teachers who understand Internet computer technology can transform those stories into a variety of videos and audios, combining sounds, pictures, and text, so that red stories can be told alive. In particular, the presentation of red stories in the form of animation videos can enhance the appeal and vividness of red stories and allow college students to better understand and remember.

(2) The Necessity for Ideological and Political Theory Teachers to Strengthen Red Culture Learning and Improve their Ability to Apply Network Technology

Teachers of ideological and political theory courses in colleges and universities should have a comprehensive understanding of Heyuan red culture, and clarify which red tourist attractions and revolutionary spirits are included in Heyuan red culture in order to accurately integrate Heyuan red culture into ideological and
political courses. Ideological and political theory teachers should improve their ability to apply network technology, improve their own level of making ideological and political theory courseware, and combine theoretical explanations with the playing pace of Heyuan red video and audio, so that college students can have a more specific and intuitive experience of Heyuan red culture. It can also help college students understand the patriotism, communism and revolutionary spirit contained in Heyuan red culture.

4. Conclusion

Colleges and universities should become an important battlefield for the publicity of Heyuan red culture. Teachers should carry out ideological and political theory courses with a flexible application of Heyuan red cultur. They should also enhance the patriotism of college students in the study of Heyuan red culture, guide them to firm up their correct ideals and beliefs, and promote them to form correct “three philosophies on world, value and life”.

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