Research on the Vigorous Inheritance of Red Genes Based on the Integration of Computer Internet and Culture

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Abstract. Red culture as the revolutionary tradition in Chinese revolution and construction, and the crystallization of the revolutionary spirit of revolutionary culture, rapid development in the overall prosperity of cultural undertakings and cultural industries, fully refined red culture resources value, realizing the popularization of red culture with the time, is China's inheritance and use of the main direction of red culture resources, along with the development and progress of The Times, the new technology such as information technology, Internet technology has profoundly affects our life and learning, computer Internet technology succession red cultural fusion gene, is advantageous to the red gene rooted in more of the broad masses of the people, It is conducive to the improvement of Chinese people's cultural confidence.

Keywords: Red Genes, Inheritance, Cultural Fusion

1. Introduction

Attract the attention of the public, let the red gene sustainable development, with the help of computer Internet new media, innovative inheritance of the red gene model. Individual public accounts can be opened to create a public platform for computer Internet publicity, so as to provide readers with a more convenient platform to obtain primary resources and seize the market for publicity of red genes. Secondly, with the help of modern technology, such as VR, AR and other virtual reality technologies, the development of online red tourism. Pay attention to the needs of more readers, let more readers fall in love with the red story, become a mobile promoter, word of mouth, generation after generation to inherit the red gene[1-3].

2. Computer Internet

2.1. Computer internet opportunities

With the rapid development of computer big data, People's Daily demand for data information is generally dozens of times greater than the original, and the ordinary Internet can no longer meet people's needs, hence the emergence of big data. Big data, namely the large data base existing in the Internet, contains numerous contents. The generation of big data brings more convenience to people's life[4-7]. Through big data, people's life and work experience is more convenient, fast and efficient. In the past, without big data, people could only do some simple operations on the Internet, and the
information they needed could not be satisfied on the traditional Internet. Therefore, under the rapidly rising social civilization, big data has seized the opportunity. People cannot leave a network, all cannot leave the network, there are only on the Internet, they can better share resources, and the emergence of large data, brought more efficient for people's life, the quality of life improved, makes people more willing to contact the Internet under the big data, the demand of people has brought the development of large data.

The future is bound to be the era of big data. Only with the development of big data can the society develop more rapidly. Only after the architecture of big data model is completed can people better obtain information, network information can be more secure, and storage capacity can be larger. In the future, through the efforts of individuals and the society, the Internet big data will also develop better, and the future of big data will be brighter.

2.2. Data acquisition in the era of big data
With the popularity of the Internet, there should be more comprehensive and specific analysis of data. In the face of a huge database, it is not easy to find the data you want. But with the right approach, everything becomes easier. In the Internet era, data must be adjusted in three aspects, namely, rapid adjustment, accurate information and comprehensive stability. In the era of big data, data is an inexhaustible resource, depending on how you look for it and how you use it. Human beings should constantly innovate on these data and give full play to their value. Information comes from data, which is the specific form of information and the carrier of information. After the collection of these data, these data can be classified and sorted, and finally expressed in the form of information, and then realize its value.

2.3. The development of cloud computing networks
In the era of big data, the application of cloud technology plays a very important role in the storage process. Its ability to efficiently process data has been favored by people and has been applied to computer networks. Storing data is a very important capability in the era of big data, so in order to meet the needs of storing data in the era of big data, this technology should be used to develop towards the direction of cloud computing. The sharing of data leads to the proliferation of data, which leads to the development of big data. Data sharing cannot be realized by relying on computers alone. The application of big data should be developed in a more open direction, so as to meet the requirements for data in the era of big data.

3. The pathway of passing on the red gene

3.1. Inheriting the red gene requires practicing socialist core values
We will practice socialist core values and comprehensively expand the appeal of the red gene. In fact, red gene is close to life and easy to become an important resource for ideological and political work. Because of the strong attraction of the red gene, its firm ideal and belief and scientific value orientation, it has deeply influenced everyone. At present, the struggle in the field of ideology is extremely complicated, and we must constantly enhance the appeal of socialist core values by expanding the appeal of the red gene. On the one hand, to dig deeper into the red gene of education resources, and continuously strengthen the red resources and the innovation of the social and cultural integration, build up the red culture communication platform, promote the red culture communicate with other excellent culture for reference, a comprehensive innovation red gene expression, bursting red gene energy, can make it more close to people's production and living, and improve the socialist core values of the appeal of the masses. On the other hand, we should practice socialist core values and expand the audience of red gene.
### Table 1. Socialist Core Values.

| Value goal                                      | Prosperity, Democracy, Civilization and Harmony |
|-----------------------------------------------|-----------------------------------------------|
| Value orientation                              | Freedom, Equality, Justice, Rule of Law        |
| Value criterion                                | Patriotism, Dedication, Integrity and Friendliness |

#### 3.2. The inheritance of the red gene requires the practice of the public view

The people are the makers of history and the decisive force for social change. To always maintain the fleshly ties between the Party and the people, to work wholeheartedly for their well-being, and to share the same breath and destiny with the people is the fundamental reason for the Party to overcome all kinds of difficulties and ensure the success and vitality of its cause. Carrying forward the red gene and practicing the mass line for the new era, we need to fully implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, put the people first, give the people a greater sense of gain, and strengthen the foundation of the Party's governance.

#### 3.3. To inherit the red gene, we must firmly take the long March in the new era

The long March spirit is an important part of the red gene. At present, inheriting the red gene, we must walk the long March of the new era with actions. To succeed in the Long March in the new era, we must have firm and unswerving faith, take firm ideals and beliefs as the top priority in inner-party political life, deepen learning and system learning, pay more attention to the quality of learning, always adhere to the unity of knowledge and practice, and promote a good style of learning. Always bear in mind the inheritance of red genes, constantly improve the ideological realm, consolidate and further expand the mass line education practice activities, overcome impetuous, lazy habits, build an excellent team of Party members, to do a good job in all aspects to lay a solid foundation.

#### 4. A new mode of government accounting professional training in the era of big data

##### 4.1. The computer internet promotes cultural integration

Fundamentally speaking, party building is the work of being a person, resolving conflicts, pooling strength, and stimulating people's enthusiasm and creativity. This is compatible and complementary with the enterprise culture with humanistic management attributes in terms of functions and goals, and is also consistent. The party building work guides the direction of corporate culture construction. The party building work is to root the company's core values in the culture. Overseas, we should give full play to the organizational, publicity and mass work advantages of Party organizations, build platforms for exchanges, enrich cultural activities, and guide and promote the integration of Chinese and foreign cultures. We should guide the general party members to take the lead and be the vanguard and example of cultural integration, so as to drive the general staff to strive to be ambassadors of cultural integration.

##### 4.2. Propagandize red culture through computer Internet

To publicize the core values of Chinese socialism, the core values of red genes and fine traditional culture, and to enhance people's understanding and recognition of Chinese red culture. We will carry out the campaign of "Everyone is a messenger of integration" and guide the people to increase their enthusiasm and initiative for cultural integration. We will organize exchange activities on the theme of "Development and Integration" to enhance people's understanding and recognition of the Red culture, give full play to its influence and influence, and unite the people with the power of culture. Cultural integration is embodied in various activities to subtly promote cultural integration.

##### 4.3. Computer internet to carry forward the red gene education
Compared with traditional media, new media is more suitable for students\' age characteristics, which poses a new challenge for students to inherit the sense of identity of red gene education. In the new era, students are active in thinking, eager to learn, keen on communication, concerned about society, and fond of personal expression. They are more willing to accept open and equal communication methods. New media broke through the unidirectional linear transmission mode of information, realize the two-way, peer, the free flow of information and real-time interaction, the better meet the needs of students to choose their information and at the same time, also fully meet the desire of the students' opinions, for education provides a thought free exchange, the arguments on both sides of free exchange and free flow of information platform.

Various forms of computer Internet transmission provide new conditions for students to inherit the red gene education. The media expression of new media has various forms of communication, such as E-mail and WeChat among individuals, and community and forum among groups. New media information integrates text, graphics, sound, image and color, which not only satisfies the audience's auditory and visual enjoyment, but also strengthens the effect of information implantation. This form of information broadcasting makes it easy for students to accept and be willing to accept. Computer Internet dissemination of information, the students inherit the red gene education environment has a new impact. New media's dissemination of information breaks through the barriers of time, space and information. In addition, it is difficult to control and control the right to disseminate information. As a result, a large number of information mixed with various ideas, cultures and values flood into each other, affecting students' correct judgment. (see Figure 1).

![Computer Internet Communication Form](image)

**Figure 1.** Computer internet communication form.

5. Conclusion
Here is a long way to go to inherit the red gene, which requires further research and active exploration. Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, we will continue to optimize the content and methods of carrying forward red gene education. With the rapid development of computer Internet technology, digital technology has been integrated into the cultural industry in an all-round way. With the help of network technology, red cultural products have been rapidly developed in digital form. The development of some emerging technologies, such as AR and VR, directly stimulates the emergence of new forms of red culture and gives birth to new forms of red culture. All of these provide a powerful impetus for the upgrade of red culture. In such a favorable environment, adhering to the strategy of diversified and integrated development, cultural and technological innovation and globalization, China's cultural industry will surely realize intelligent upgrading soon, providing a stronger driving force for realizing the strategy of building a strong cultural nation and realizing the Chinese dream of the Chinese nation.
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