

Research on the Value Choice of College Students Cultivating the Spirit of the Red Boat——Take Jiaxing University as an example

Xijuan Zhai

School of jiaxing Nanhu University, jiaxing314001

2090908399@qq.com.

Abstract: The research group selected Jiaxing College, a university next to the Red Boat, to carry out a questionnaire survey on "The Impact of the Red Boat Spirit on the Value Choice of College Students", and used the method of individual interviews to conduct empirical research. This paper sorts out the relevant historical materials of the Red Boat Spirit cultivating college students in Jiaxing College from 2005 to 2020, summarizes the main paths and main methods ("moisturizing" and "immersion" cultivation methods) of the Red Boat Spirit cultivating college students' value choices, and clarifying the red boat spirit. The boat spirit cultivates college students' value choices and enhances the timeliness of ideological and political education in colleges and universities. The status of young college students in the era makes this topic more realistic, inheriting and promoting the spirit of the Red Boat while deeply digging the value of the spirit of the Red Boat.

Keywords: Red boat spirit; cultivation; value selection

The spiritual essence contained in the Red Boat Spirit has great educational significance and educational value, and is a valuable asset for colleges and universities to cultivate morality in the new era. The quality of young college students is directly related to the future of the country and the nation. Combining the characteristics of the new era and the group characteristics of college students, it is not only necessary to seek the correct method of cultivating college students' value choices from the perspective of theoretical education, but also from a practical perspective, give full play to the educational value and role of the Red Boat Spirit, and cultivate the positive value of college students. choose.

In order to accurately grasp the effect of the current college Red Boat spirit on the value selection and cultivation of college students, only through data quantification. The research group is now conducting a questionnaire survey on the "Influence of the Red Boat Spirit on the Value Choice of College Students", analyzes the results of the questionnaire, and puts forward feasible countermeasures and suggestions for the promotion and inheritance of the Red Boat Spirit. This research mainly uses two methods of questionnaire survey and individual interviews to design questions related to the spirit of the Red Boat and the values of the society for college students.

1. Analysis of the Value Choice Questionnaire for Cultivating College Students with the Spirit of the Red Boat

This survey selects Jiaxing University, a university next to the Red Boat (with a history of 106 years), and the survey objects are undergraduate students, with a sex ratio of 27.15% and 72.85%. 21.31% of freshmen, 46.39% of sophomores, 23.71% of juniors, and 8.59% of seniors. Among them, 18.90% are Communist Party members, 73.20% are activists and members of the Communist Youth League, 7.9% are the masses; 45.02% are liberal arts, 19.93% are science, 19.24% are engineering, and 15.81% are other, among which 52.92% are student cadres, 69.07% are students from Zhejiang Province, and 69.07% are students from Zhejiang Province. Students from outside the province account for 30.93%. This questionnaire is designed with 12 multiple-choice questions and 1 multiple-choice question. The content of the questionnaire mainly focuses on the familiarity with the Red Boat Spirit, the way to know it, and the influence of the Red Boat Spirit on its value choice; Analysis of Value Choice Impact Questionnaire Survey Results:

Questionnaires were distributed through the Questionnaire Star APP in this survey. The time was July 2020. The students of Jiaxing University were the subjects of this survey. Under objective conditions, 291 questionnaires were distributed and 291 were actually recovered, with a recovery rate of 100%. 291 samples were selected and analyzed as follows:

1.1 The main channels for college students to contact the spirit of the Red Boat

The 291 samples in the questionnaire were all aware of the spirit of the Red Boat, and they learned that the spirit of the Red Boat was mainly through campus activities. 51.55% of the students learned about the spirit of the Red Boat through campus activities, 20.96% through professional academic lectures, and only 14.09% in classroom teaching. It can be seen that campus activities have a great influence on the choice of values of college students, and the promotion of the Red Boat Spirit needs to be in a form that college students like to see and hear, which can attract students to participate in it widely.

1.2 College students have a higher awareness of the spiritual connotation of the Red Boat

Through the questionnaire titled: "How much do you know about the spirit of the Red Boat", 61.52% of the students are familiar with the spirit of the Red Boat. The connotation of the Red Boat Spirit is understood (36.43%), and part of the connotation (31.27%), and the proportion of mastering the connotation is 25.09%. College students pay relatively high attention to the connotation of the Red Boat Spirit.

1.3 Create a good cultural atmosphere and improve the effectiveness of the value selection of college students in the spirit of the Red Boat.

The main way for college students to learn the Red Boat Spirit in depth is the "immersion" cultivation method, as shown in Figure 3. Selecting a theme to focus on learning accounted for 76.63% and 67.7% of the students through the visit to the Red Boat Spirit Revolutionary Site to intuitively learn the history and other cultivation methods, so that the audience can understand the spirit of the Red Boat at a close distance and in an all-round way, which provides a reference for the promotion of the value of the Red Boat Spirit in the era. The development of the Red Boat Knowledge Contest (53.26% of the questionnaire survey) has created a good atmosphere for the cultivation of college students' value choice.

1.4 The three aspects of the connotation of the Red Boat Spirit have the greatest impact on the value choice of college students: the spirit of struggle

The rapid development of the market economy in the new era, along with the epidemic and the economic crisis caused by the major epidemics facing the world, make every college student begin to define his own life and study goals. Facing the challenges of society, courageous struggle is the cornerstone of all difficulties in engineering. Under the cultivation of the spirit of the Red Boat, while giving full play to individual talents, we must also have the quality of hard work and struggle. In the questionnaire survey of college students in Jiaxing University, which of the three aspects of the red boat spiritual connotation has a greater impact on individual literacy, 53.95% of the students choose dedication as a character literacy that a college student must have, and in the long history of middle school students' self-literacy Cultivation is heavily influenced by the times, especially the impact of the epidemic, so that more college students can identify the personality qualities that they must have in their self-growth.

1.5 Responsibility is the main spiritual quality that the Red Boat Spirit transmits to contemporary college students

The questionnaire shows the impact of the Red Boat Spirit on the study, life and future employment of college students. 42.27% chose responsibility, 28.87% ideals and beliefs, 19.24% role models, and 9.62% spiritual pillars. Students deeply feel that it is responsibility, and young

people in the new era must have the quality of responsibility, not only for the needs of personal growth, but also for the needs of the times.

1.6 The spirit of the Red Boat has a great influence on the personal growth of college students.

College students in the new era believe that in terms of personal growth, they should be courageous doers with ideals (56.7%), dream chasers with ideals (20.62%), have the courage to take responsibility, and have the courage to pursue their dreams, which are also necessary for young people in the new era to achieve their careers. Attitude. To be a doer with ideals is the leading role of the Red Boat Spirit in their growth, which is believed by more than half of the respondents.

1.7 Practical activities are the most effective way to cultivate college students with the spirit of the Red Boat.

The most recognized way of cultivating the spirit of the Red Boat is through voluntary practice activities, party day activities and other effective forms. Comprehend the spirit of the Red Boat and practice the spirit of the Red Boat in specific practice. From 219 samples and personal interviews, as the inheritor and promoter of the Red Boat spirit, what are the most effective ways to promote the Red Boat spirit? Students pointed out that volunteer activities (49.48%) were the direct and effective way to educate people, while drama display, artistic creativity, and party day activities were effective supplementary forms.

2. Sorting out the historical data on the value selection of college students in the cultivation of the spirit of the red boat

Select Jiaying College, a university next to the Red Boat, as the research sample. It has been 15 years since the Red Boat Spirit was proposed in 2005 to 2020. Jiaying University has a century-old history. The impact of the Red Boat Spirit on the current students and graduate alumni of Jiaying University Worth researching. The research group focused on the college students, sorted out the activities related to the Red Boat Spirit carried out by Jiaying College from 2005 to 2020, and analyzed the historical data with the Red Boat Spirit cultivating the value selection of college students as the main line. Jiaying College mainly focuses on student work, and the Red Boat Spirit mainly cultivates college students through campus activities, academic lectures, social practice, classroom teaching and other paths.

2.1 The main path for the value selection of college students to cultivate the spirit of the Red Boat

2.1.1 Campus activities.

Since the Red Boat Spirit was proposed in 2005, the Youth League Committee of Jiaying College has held large-scale student activities related to the Red Boat every year, such as the chorus, the Red Boat Creative Design Competition (School of Design, Jiaying University), and the apartment culture design. The deeds at the beginning of its establishment are conveyed and deduced to college students through various forms. Jiaying College gives full play to the role of the Youth League Committee of the second-level college (including independent colleges), the general branch of the second-level league, and the grass-roots league branch, and has specially built Nanhu Painting and Calligraphy Institute, Zhejiang New Century Talent College Nanhu Branch, and Zhejiang Provincial Youth League School Education Research The base, "Youth Jiayuan", "Voice of Youth" and other group work organizations have played a "pillar" role in the inheritance and promotion of the Red Boat Spirit.

2.1.2 Academic lectures.

Jiaying University relies on the "Red Boat Spirit Research Center of Jiaying University" and the "Research Center of Chinese Communist Party's Revolutionary Spirit and Cultural Resources in

Jiaying University", and the experts who absorb the research of the Red Boat Spirit are concentrated in Jiaying University, and the inheritance of the Red Boat Spirit is closely combined with the work of educating people. stand up. For student training schools, academic lectures such as "Second Classroom" and "Morality Lecture" are set up, and scholars and experts from the Red Boat Spirit Research are invited to teach cutting-edge academic knowledge such as Red Culture and Red Deeds. Students have a deeper understanding of the Red Boat Spirit. To understanding. In the past 15 years, Jiaying College has carried out the "Red Boat Forum" theoretical essay activity involving teachers and students since 2011. Teachers and students comprehend the Red Boat Spirit from their own study, life and work, and tap the value of the Red Boat Spirit. It not only provides a lot of theoretical results, but also sublimates its own spiritual realm, and realizes that the red gene is passed on from generation to generation among young college students.

2.1.3 Social practice.

The cultivation of college students' character is not only a theoretical problem, but also a practical process. Practice is the litmus test for the correctness and validity of a theory. Colleges and universities attach great importance to the role of social practice in educating students in the value selection and cultivation of college students. For example, students from Jiaying University use the practice platform provided by the school to deeply study and practice the Red Boat Spirit and shape their personal character. Taking advantage of the "Three Going to the Countryside" social practice activities in the summer vacation, college students exercise their own character in the hot and sweltering summer, and go to poverty-stricken areas to teach in poverty-stricken areas. The spiritual qualities of daring to innovate and dedication; as well as social practice activities such as volunteering at the G20 Hangzhou Summit, on the one hand, it shows the characteristics of the era of contemporary college students, and on the other hand, it also shows the society the spiritual outlook of college students next to the Red Boat.

2.1.4 Classroom teaching.

Jiaying University has opened provincial-level excellent classrooms. As a compulsory public course for college students, "Two Courses" continue to explore course design and teaching methods, combine theoretical teaching and practical course design, move the classroom outdoors, and move it to the Nanhu Revolutionary Memorial Hall. Film and television pictures, etc., deepen students' understanding of the spirit of the Red Boat, and realize the red gene into the brain and into the classroom; the School of Marxism of Jiaying University specially opened "The Spirit of the Red Boat and the Value of the Times", which integrates the spirit of the Red Boat into the whole process of ideological and political teaching and guides the Students deeply understand the scientific connotation, historical status and value of the Red Boat Spirit, and infiltrate the red gene into their blood and hearts.

2.2 The main ways of cultivating students' value choices in the spirit of the Red Boat

By sorting out the main materials on the value selection of the Red Boat Spirit in Jiaying College's cultivation of college students from 2005 to 2020, combined with this questionnaire survey, the quantification of individual interview results and other materials, it is summarized that the Red Boat Spirit training methods are as follows:

2.2.1 "Moisturizing" cultivation method.

From 2005 to 2020, the 15 years of Jiaying College's social activities, academic lectures, curriculum and other materials have been collected and summarized. The group characteristics of college students at school, in the major festival nodes such as Party Building Anniversary, National Day, May 4th Youth Day, etc., take the form of campus cultural activities, and use the characteristics of festivals to guide students to learn the spirit of the Red Boat, learn the history of the party, and learn about 1921. The huge influence that group of young people has brought to China. The teacher of the group study in the personal interview branch mentioned that the red

boat-themed chorus, dance, theme creativity competition and other forms, through the "sound" and "shape" to spread the great spiritual factor carried by the red boat. Summer social practice is one of the forms of group learning activities. College students use the summer vacation to form a team to investigate the people, things and things in the story that happened on the Red Boat on the South Lake in 1921. While completing the time task, they also inherit the Red Boat. Spirit.

2.2.2 The "immersive" Red Boat spirit fosters innovation.

Led by the Party Committee of the School of Grammar and Law of Jiaxing University, the play "Original Heart" by a team composed of teachers and students has a huge influence in the field of ideological and political education in colleges and universities across the country. The drama "Original Heart" is based on the Nanhu Red Boat as the creative carrier. It presents a panoramic view of the process of the first congress of the Communist Party of China and the glorious course of the founding of the Communist Party of China. It shows the charm of the "Red Boat Spirit" in an artistic form that is popular with the masses and college students. Guide college students to learn and comprehend the spirit of the Red Boat and establish correct values. The actors of the drama are all college students at the school, and batches of college students participated in the performance of this drama, providing a new platform for the effective promotion of the spirit of the Red Boat. With the establishment of Chuxin Studio, the promotion of the Red Boat spirit has a tangible carrier. This "immersive" sitcom makes ideological and political education more vivid and effective

3. Clarify the rationale for the value selection of college students in the spirit of the Red Boat

From the various forms of campus theme activities in Jiaxing school year 2005-2020, it can be seen that the main problems in the value selection of the Red Boat Spirit in the cultivation of college students are: single form, low content richness, with the development of information technology, students are exposed to various ideological content through the Internet, and they have doubts in value choices. In the new era, combining the characteristics of college students' times, seeking effective ways to cultivate students' value choices, and integrating the Red Boat spirit into the details of students' lives and in-depth minds, is the key to promoting the value of the red boat spirit era.

3.1 Diversification of value models for the cultivation of the Red Boat Spirit

Through the random inspection of the sample of college students in Jiaxing University, it is found that students learn about the Red Boat Spirit through campus cultural activities, which accounts for a large part. To improve the effectiveness of the Red Boat Spirit in cultivating the value of college students, it is necessary to plan the value of the Red Boat Spirit in college students as a whole. Choose the training plan above, and establish a talent training model for comprehensive quality improvement under the guidance of the Red Boat Spirit. There are more and more ways for college students to acquire knowledge, and the speed is getting faster and faster. The existing mode of spreading the Red Boat Spirit also needs to keep pace with the times, and firmly grasp the network position, campus activity space, dormitory culture construction platform, and off-campus culture. Practical platforms, etc., through all-round, multi-space and multi-level, give full play to the subjectivity of students, and stimulate the enthusiasm of students to take the initiative to inherit the spirit of the Red Boat.

3.2 Sufficient and abundant resources for the cultivation of the spirit of the Red Boat

The value of cultivating college students by the Red Boat Spirit is not only accomplished through school, but also requires the comprehensive efforts of families, society and individual students. The rapid development of the market economy, family education and social needs make students more inclined to self-competitiveness in value selection, ignoring the improvement of

comprehensive literacy. The outbreak of the epidemic in China in 2020 and the continuous emergence of heroic deeds of young people have provided good guidance for the value choices of college students. This is also fully proved in the interviews with individual students of Jiaying College. The spirit of the Red Boat The value genes of responsibility and dedication are also successfully displayed on these volunteers. The School of Marxism of Jiaying University is also offering high-quality courses related to the Red Boat Spirit. A group of teachers with strong scientific research ability and strong teaching ability are selected as course teachers to provide guarantee for the cultivation of college students with the Red Boat Spirit from the perspective of teachers.

3.3 Enhance the external red cultural atmosphere

Through strengthening school-city cooperation and through local cultural characteristics, the depth and level of the Red Boat Spirit in the cultivation of student value will be enhanced. The Red Boat Spirit cultivates college students' value choice not only through theoretical lectures, but also requires external cultural construction. It can be seen from the channels that the college students of Jiaying University acquire the spirit of the Red Boat. It can be seen that the construction of campus culture and the activities of party members to experience the revolutionary deeds on the spot have a great influence on the cultivation of the value of college students. These important paths of "immersion" and "moisturizing" value cultivation realize the true internalization of the red gene contained in the spirit of the red boat. Outstanding alumni return to the school to teach the success stories of the first pass, school-enterprise cooperation to cultivate college students, and red base inspections, etc., to establish a linkage mechanism within and outside the school, and to strengthen the Red Boat Spirit to cultivate the value choice of college students.

3.4 Attach importance to the construction of college teachers and enhance the cultivation of the Red Boat Spirit in the value selection of college students

Teachers preach and get rid of doubts. The period of college students in school is a critical period for cultivating comprehensive literacy, and it is also a period that is easy to shape. Therefore, the quality of teachers themselves is critical to the improvement of students' comprehensive literacy. For example, the School of Marxism of Jiaying University has a team of high-quality professional teachers with a combination of doctors and post-doctors. In order to promote the promotion and dissemination of the Red Boat Spirit among college students, Jiaying University has established a group of Zhejiang Provincial Party Committee Propaganda Department, Zhejiang Provincial Party Committee The Party History Office, Zhejiang University, Jiaying College, and Jiaying Education College jointly participate in a high-quality online teacher team. The offline teaching team is mainly composed of teachers from Jiaying College.

3.5 Constructing a professional curriculum system for the cultivation of the Red Boat Spirit

The construction of a professional curriculum system for the cultivation of the Red Boat Spirit is an important part of excavating the value of the Red Boat Spirit in the era, which is conducive to improving the effectiveness of the red culture broadcast. For example, the School of Marxism of Jiaying University specially set up "Red Boat Spirit and the Value of the Times", which brought General Secretary Xi Jinping's "South Lake Speech Spirit" and the Red Boat Spirit in 2017 into classroom interpretation and integrated it into ideological and political teaching. Professional teachers in various disciplines in the school have launched competitions for ideological and political reform of courses, trying a new education and teaching system that combines "main courses", "extended courses" and "deepening courses", integrating theoretical learning, ability training, and quality education. one. The spirit of the Red Boat is integrated into the teaching of professional courses, and the teaching concept emphasizes student-oriented and student-centered, and the teaching content emphasizes closeness to students' life, and the teaching methods are adopted by

students. Changing the boring teaching method of pure professional theory in the past, classroom ideology and politics have achieved good response among teachers and students.

4. Summary

The key to cultivating college students' value choices in the spirit of the Red Boat lies in the word "immersion". The leading role of the Red Boat Spirit is reflected in the study, life, emotion, employment, interpersonal communication, etc. of college students. It guides students to form a self-disciplined attitude towards life and internalize it into their own driving force for continuous progress. This epidemic is a "big test" for human beings, and it is also a process of value shaping for college students. The cognition of the "post-00" group has a new understanding of this epidemic. At the critical moment, they can The outstanding individuals who have dedicated their time and even are not in danger during this epidemic, their advanced deeds fully demonstrate the essence of the spirit of the Red Boat, which is the presentation of the red gene in the value of college students. In the 15 years since Xi Jinping proposed the "Red Boat Spirit", the research on the Red Boat Spirit has become a national research, and the historical status and value of the Red Boat Spirit have been widely recognized; college students are the undertakers of the new era and the inheritors of future development, 2021 It will usher in the 100th anniversary of the founding of the Communist Party of China. Combined with the characteristics of college students, we will vigorously promote the spirit of the Red Boat, tell the story of the Communist Party of China well, inherit the red gene, and provide strong spiritual power for cultivating young college students who dare to take responsibility in the new era.

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