

# Research on the implementation path of red cultural resources into the ideological and political construction of college curriculum

Yan Li<sup>a</sup>, Yuhua Guo<sup>b</sup>, Xijuan Zhai<sup>c</sup>

Jiaxing Nanhu University, Jiaxing 314001, China

<sup>a</sup>liyan870223@163.com, <sup>b</sup>guoyuhua99@126.com, <sup>c</sup>zxj021486@163.com

**Abstract.** Curriculum ideological and political construction is a strategic measure for colleges and universities to implement morality and cultivate people, and ideological and political elements are the key elements affecting the curriculum ideological and political construction and reform of colleges and universities. As China's red cultural resources with outstanding political value and educational value have rich connotation and broad extension, effectively integrating them into the ideological and political construction of college courses can provide them with high-quality ideological and political elements and teaching resources. In order to effectively promote the practical exploration of integrating red cultural resources into college curriculum ideological and political construction, starting from the significance of integrating red cultural resources into college curriculum ideological and political construction, this paper analyzes the pain points of integrating red cultural resources into college curriculum ideological and political construction, and then puts forward the implementation path of integrating red cultural resources into college curriculum ideological and political construction.

**Keywords:** Red cultural resources; Ideological and political courses in Colleges and Universities; Establish morality and cultivate people; Implementation path.

## 1. Introduction

Curriculum ideological and political education refers to fully excavating the ideological and political elements contained in various professional courses, promoting the same direction and coordinated development of various professional courses and ideological and political education, so as to complete the fundamental task of "Building Morality and educating people". Carrying out the ideological and political construction of curriculum is also an important research topic in Colleges and universities in China. As one of China's excellent traditional cultures, red culture was created by the Communist Party of China in the party's century of development. It is a powerful entry point to carry out the ideological education of contemporary college students, improve their ideological and political cultivation and cultivate their core values. The process of using red cultural resources to carry out curriculum ideological and political construction in major colleges and universities in China is not only the process of educating people and casting the soul, inheriting, carrying forward and disseminating red cultural resources, but also the process of building a modern socialist country and realizing the Chinese dream. Therefore, contemporary colleges and universities must recognize the importance of red cultural resources, make full use of red cultural resources, and incorporate them into the process of Ideological and political construction of contemporary college courses, so as to effectively cultivate contemporary college students' feelings of family and country, moral cultivation and cultural literacy, promote the integration of knowledge teaching, ability training and value shaping functions of Ideological and political courses, and realize the simultaneous development of explicit education and implicit education. In order to promote the curriculum ideological and political construction of colleges and universities, and then help colleges and universities complete the fundamental task of Building Morality and cultivating people.

College students are the reserve force of the country in the new era, and colleges and universities also shoulder the important responsibility of realizing the goal of building morality and cultivating people, and the red cultural resources provide a feasible way for the ideological and political teaching of college courses. China's red cultural resources are very rich, and gradually infiltrating

them into the ideological and political construction of college courses can help more college students to accept the edification of red cultural resources and obtain "spiritual calcium" from them. However, it should also be noted that there are also pain points in the process of integrating color cultural resources into the ideological and political process of Chinese colleges and universities.

## **2. The significance of integrating red cultural resources into the ideological and political construction of college courses**

### **2.1 It helps to tap the red ideological and political elements and provide high-quality resources for ideological and political courses in Colleges and universities**

Excavating the ideological and political factors such as spiritual will, ideals and beliefs, moral sentiment and spiritual outlook contained in the red cultural resources and integrating them into the ideological and political construction of college courses can provide high-quality resources for the implementation of Ideological and political education in Colleges and universities, enable college students to improve their ideological and moral level in the subtle study of professional courses, condense the driving force of practice, and also facilitate the education of ideals and beliefs for students, Encourage contemporary college students to actively study the revolutionary spirit, carry forward the red culture, strive for the great rejuvenation of the Chinese nation, and grow into the pillars of the motherland under the guidance of the ideals and beliefs of the red culture. In addition, some colleges and universities have not incorporated the concepts and requirements of curriculum ideology and politics into their talent training programs, and have not organically integrated red cultural resources with curriculum ideology and politics, thus failing to cultivate students' ideological quality and core values, and fail to demonstrate the importance of integrating red culture resources into college curriculum ideology and politics.

### **2.2 It is helpful to implement the task of Building Morality and cultivating people and realize the value goal of Ideological and political education in Colleges and universities**

With the development of the times, the effective integration of red cultural resources into the ideology and politics of college courses and giving full play to the role of morality and cultivating people are facing new challenges. As the representative of China's excellent historical culture and advanced culture, red cultural resources reflect the firm belief and moral quality of the Communist Party of China, are consistent with the direction and goal of Ideological and political education in current college courses, and play a positive ideological leading role in contemporary college students, which helps to promote the healthy development of College Students' moral concepts and moral behaviors. At the same time, the moral qualities contained in the red cultural resources, such as self sacrifice, mutual humility and selfless dedication, help to achieve the value goal of Ideological and political education in college courses, and help the ideological and political education of various professional courses in Colleges and universities to implement the task of Building Morality and cultivating people.

### **2.3 It helps to develop core values and enhance the effectiveness of Ideological and political education in college courses**

In the current era of multi-cultural interweaving, the prominent performance of China's mainstream values is the red culture, which carries the elements of China's excellent traditional culture. Its connotation has a dialectical and unified relationship with the socialist core values. As an advanced cultural form, red culture plays a very important role in cultivating the core values and shaping the ideals and beliefs of college students. Therefore, the integration of red cultural resources into the ideological and political construction of college courses is conducive to cultivating the socialist core values of contemporary college students. Since red cultural resources have rich connotations of the times, actively integrating them into the ideological and political

construction of college curriculum can also improve the educational effectiveness of college curriculum ideology and politics.

### **3. The pain point of integrating red cultural resources into Ideological and political courses in Colleges and Universities**

China is rich in red cultural resources. Gradually infiltrating it into the ideological and political construction of college courses can help more college students accept the edification of red cultural resources and obtain "spiritual calcium". However, it should also be noted that there are pain points in the process of integrating color culture resources into curriculum ideological and political education in Colleges and universities in China. Specifically, as shown in the following four points:

#### **3.1 Lack of integration of educational objectives and the fusion of teaching content**

At present, colleges and universities often neglect to integrate the three-dimensional educational objectives of knowledge transfer, ability training and value shaping when integrating the educational objectives of red culture and curriculum ideological and political education, and then fail to effectively connect with the overall goal of Building Morality and cultivating people; In the process of integrating red culture with majors and courses in Colleges and universities, it is also easy to separate red culture from morality, intelligence, physique, beauty and labor, fail to effectively integrate red culture with relevant majors and course contents, and it is difficult to form an all staff, whole process and all-round education mode in the process of Ideological and political education, and it is difficult to realize the silent educational effect of red cultural resources.

#### **3.2 Students have weak ideological and political consciousness and lack of red identity**

The study of professional courses in Colleges and universities can create direct practical value for college students in their future work, while the professional courses of Ideological and political integration of red cultural resources are easy to make college students resist in the process of learning and acceptance because of their strong ideology and concealment of the development value of college students. At the same time, with the development and progress of science and technology, contemporary college students are more likely to contact and master all kinds of information at home and abroad, and face more temptations and choices. They may also think that the red cultural resources are far away from themselves, which leads to the existence of dialogue barriers between them and the red cultural resources, and then lack of identity with the red cultural resources.

#### **3.3 Teachers' teaching methods are single, and their cultural literacy needs to be improved**

At present, many college teachers still use the traditional cramming-style teaching method in the teaching practice of integrating red cultural resources into the curriculum ideological and political teaching, and the ideological and political teaching of the curriculum is still dominated by teacher teaching. Due to the lack of teaching experience in Ideological and political teaching, lack of sensitivity and understanding of red cultural resources and uneven cultural literacy of some teachers in Contemporary Colleges and universities, they lack awareness of the interactive teaching of integrating the appearance of red culture into curriculum ideological and political teaching, fail to effectively spread the value implication and revolutionary spirit contained in red culture through curriculum ideological and political teaching, and it is difficult to give full play to the enthusiasm and initiative of students, It is difficult to stimulate students' interest in learning.

#### **3.4 The effect of red education is internalized, and the evaluation is difficult**

Red culture is internalized into the inner world, moral quality and humanistic quality of college students through various ways. However, internalization makes it difficult to establish a causal relationship between the integration of red culture resources into the educational practice and effectiveness of Ideological and political education in Colleges and universities. Although red

cultural resources are inherently subordinate to ideological and political education, for ideological and political education in colleges and universities, red cultural resources are still relatively new and cutting-edge research topics in terms of theoretical or practical research, which has caused colleges and universities to integrate red cultural appearance into thinking. It is difficult to evaluate the effect of political courses, and due to the internalization of education, colleges and universities are generally in the stage of "crossing the river by feeling the stones". At the same time, as contemporary college students absorb red cultural resources from different channels, the effects produced by different channels are also comprehensive and difficult to divide, which intensifies the dilemma that it is difficult to divide the effect of integrating red cultural resources into college curriculum ideological and political education, and brings trouble to the evaluation of the effect of integrating red culture into college curriculum ideological and political education.

#### **4. The implementation path of integrating red cultural resources into Ideological and political courses in Colleges and Universities**

##### **4.1 Culture is to humanize people and enrich the new consciousness of professional teachers in Colleges and universities with red cultural resources**

At present, some teachers in colleges and universities have not fully understood the connotation of red culture, and there are still cognitive biases in it, which is not conducive to the better transmission of knowledge of red culture by professional teachers in colleges and universities in the ideological and political teaching of courses in the future, and may also mislead students. In order to promote the integration of red cultural resources into the construction process of Ideological and political education in college courses, we must deeply implement the curriculum ideological and political reform of the combination of red cultural resources and professional courses, and enhance the scientific cognition of college professional course teachers on red culture. Only in this way can we enhance the professional teachers' awareness of red culture, internalize and externalize the connotation of red culture, and consciously shoulder the mission of inheriting red culture. Further promote the combination of red culture resources and professional teaching, and strengthen the shaping of core values while paying attention to professional courses.

##### **4.2 We should know people by knowing and innovate the ideological and political teaching methods of college courses with red classics**

In the course of Ideological and political construction in Colleges and universities, we should fully establish the connection between local red cultural resources and professional courses, and make rational use of local red cultural resources. In the course of Ideological and political teaching, shorten the distance between students and red culture, effectively cultivate students' patriotism and national righteousness, and help them establish correct core values. At the same time, they will use the red film and other classic media to create a more lively recognition of their knowledge of politics and culture, and at the same time, they will actively use the red film to create a new and interesting classroom. In addition, the limitation of traditional classroom teaching should be broken, and the teaching location can be set in a red cultural exhibition hall related to the ideological and political content of the course, etc., in the red cultural exhibition hall, teachers can teach students to feel more deeply. And understanding the red classics in the course ideology and politics can better arouse their students' identification with the red culture.

##### **4.3 The new channel of Ideological and political education in Colleges and universities should be widened through the red platform**

Since the educational concept of Ideological and political education in college courses is the coordination of all staff, the whole process and all directions, in order to create an environment of moistening things and educating people with a silent red culture, colleges and universities in China

can integrate the elements of "building virtue and cultivating people" in the course of Ideological and political education with the red cultural resources, promote and spread the red culture and create a good red campus cultural environment in Colleges and universities with the help of campus bulletin boards, landmark buildings, logos and campus official account, Give full play to the educational role of "moistening things silently" of red culture, and then promote the construction and development of Ideological and political courses in Colleges and universities. In the information age, contemporary college students have more channels and platforms to contact information, and the tide of information is surging. In order to achieve the educational goal of "cultivating people with morality", the ideological and political courses of colleges and universities must also overcome the impact of various information trends on the ideology of college students.

#### **4.4 Evaluating people with red evaluation and optimizing the new ideological and political system of College Curriculum**

The effect of integrating red cultural resources into college courses should be reasonably evaluated. This is the standard for measuring the quality of ideological and political teaching in colleges and universities. It is also an analysis of existing problems in the process of ideological and political construction in colleges and universities, and provides a basis for targeted optimization. Different from the traditional curriculum evaluation system, the ideological and political evaluation of college curriculum should evaluate the effect of teachers' dissemination of red culture and students' acceptance of red culture respectively. The evaluation content should also be sublimated from the effectiveness evaluation of traditional single professional curriculum teaching to a new multi-dimensional and multi angle red evaluation system including the quality of Ideological and political morality. Optimizing the new system of ideological and political courses in colleges and universities with red evaluation can prompt professional teachers in colleges and universities to realize the dual educating responsibilities of professional teaching and ideological and political training, which in turn helps to deepen the ideological and political construction of courses; it can also better test students' professional knowledge, which in turn helps students to accept red culture; it can also integrate the invisible value of red cultural resources into college curriculum ideology and politics into explicit value, reflected in measurable indicators. And if the evaluation result is good after the phased evaluation through the new ideological and political evaluation system of red curriculum, it will be adhered to; If the evaluation results are not satisfactory, we should carry out the evaluation of Ideological and political teaching in Colleges and universities and optimize the teaching methods, so as to obtain good results.

### **Acknowledgments**

This study is funded by JIAXING NANHU University's curriculum ideological and political teaching research project (No. 228518033); The first batch of ideological and political demonstration grassroots teaching organizations in Zhejiang Province in 2021 • International Economics and Trade Teaching Team. ( Zhejiang Education Letter (2021) No. 47).

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