

Research and Analysis of the Feasibility Path of the Inheritance and Development of the Red Spirit of College Students

Haoran Liu, Minghao Wang, Xi Zhang, Li Fan, Shengqin Zhou

Shandong University of Science and Technology, Qingdao, Shandong, 266590, China

1361310321@qq.com

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Abstract: In the more than 100 years history of the Communist Party of China, many inspirational “red spirit” has been formed. Red spirit has been deeply into the blood and soul of the Chinese nation, be encourage and inspire the Chinese people to overcome difficult, energetic powerful spiritual motivation to advance. For example, the Jinggangshan spirit of “unity between the army and the people and hard work”, the Long March spirit of “not afraid of difficulties and dangers”, the Yan 'an spirit of “change the style of work and improve the quality”, the Beidhuang spirit of “hard work and courage to pioneer”, the Xibaipo spirit of “modesty and prudence, guard against arrogance and impetuosity, hard work and hard work”, the two bombs and one star spirit of “self-reliance, hard work and brave climb the scientific heights”. There are also the Red Ship spirit, the Anti-Japanese War spirit, the Daqing spirit, the flood fighting spirit, the earthquake relief spirit, and the epidemic fighting spirit. Young people are the hope of the nation, the future of the country, and the main force to realize the great goal of the second century of struggle. Young people in the new era should pursue the red footprint, carry forward the revolutionary spirit, cultivate the original mission with the glorious history, use the red culture to continue the spiritual pedigree, and write the chapter of The Times with the spectrum of faith, and make great efforts to realize the great rejuvenation of the Chinese nation. Through this investigation and analysis, we can have a more in-depth understanding of the current college students' attitude and degree of understanding of the red spirit, explore the feasible path for the inheritance and promotion of the red spirit among college students, and firmly inherit and develop the red spirit on this basis, so as to give full play to the leading role of the red spirit.

1. Introduction

1.1 Research Purpose

Red culture is the inheritance and innovation of the excellent culture of the Chinese nation, the inheritance and development of the special spirit and values in red culture has important historical significance to enhance our country's cultural soft power, the national quality, the construction of a harmonious society. The red spirit is an excellent revolutionary spirit forged by the Chinese people under the leadership of the Communist Party of China in different historical periods, such as the new democratic revolution, socialist revolution and construction, and reform and opening up. It is a valuable spiritual wealth accumulated by the Communist Party of China through the combination of Marxism with China's reality, constant exploration and struggle, and an important part of the Chinese spirit.

Through comparative analysis of different ways and methods of disseminating red culture, our research finds out the preferred way for contemporary college students to inherit red culture. Contemporary college students are the successors of the great cause of socialism with Chinese characteristics. It is of great significance to actively explore the path of inheritance of the red spirit among college students and make them become the main force of inheritance of the red spirit. It is of great significance to guide contemporary college students to establish correct world outlook, outlook on life, values, firm ideals and beliefs with the red spirit, and become new people of the era who take the national rejuvenation as their own responsibility[1-3].

1.2 Research Background

The red spirit embodies the hard exploration and responsibility of revolutionary martyrs. It is the precious spiritual wealth of the Chinese nation and an important part of the Chinese spirit in the new era. It provides rich connotations for carrying forward the national spirit and the spirit of The Times, and provides action guidelines for the expansion of college students' academic knowledge and moral realm. For college students, the inheritance value of the red spirit in the new era is more reflected in the inspiring and educating function of the red spirit, which plays an important role in the cultivation and all-round development of the socialist core values of college students.

It requires us to always use Marxist ideas to guide the orientation of social values and enhance the “Four self-confidence”. In the cultural field, we should firmly establish the guiding role of socialist core values and lead cultural development. As an important spiritual core to strengthen the “four self-confidence” and “four consciousness”, the red spirit is an important spiritual core that constitutes the core values of socialism. It is also the epitome of the specific spiritual form of Chinese excellent traditional culture, and plays an educational guiding function in enhancing the ideal and faith of college students.

Red culture is a kind of ideology, and its generation, development and inheritance are determined by certain social existence. As the connotation product of red culture and the representative of national spirit, the red spirit has been praised and sung by people and is a unique product of the Red era. As contemporary college students, we are fully obligated to inherit and carry it forward.

1.3 Survey Method

This paper mainly adopts the social investigation method to study. Based on field research, explore the feasible path of inheritance and development of red spirit; Supplemented by in-depth interviews and online surveys, this paper seeks ways and suggestions for contemporary college students to inherit and carry forward the red spirit. Specific methods are as follows:

(1)Literature research method. According to the practical theme, by collecting and reading relevant literature, news and periodicals, we can understand its spiritual connotation, summarize and sort it out, form a preliminary understanding of the investigation content, and lay a more comprehensive, objective and scientific research foundation for the practical investigation.

(2)Field investigation method. On the basis of reading references, practice and “cloud practice”. Due to the requirements of epidemic prevention, each member of the team carried out relay research in their hometown. Field researchers led everyone to dig stories of red culture in the cloud and understand the red spirit behind the red culture.

(3)The method of interviewing people. During the journey of researching red figures, we had in-depth conversations with people from all walks of life, listened to their stories about themselves and their lives, and learned about the development of China and the spread of the red spirit from their experiences.

(4)Questionnaire survey method: fully consider the scientific nature and effectiveness of the questionnaire, designed for different gender, age, professional categories of the questionnaire, in order to fully understand the basic information of the respondents, help to analyze the relevant situation of different respondents.

2. Analysis of the Commucination Difficulties of Red Culture and Red Spirit among College Students

2.1 Influence of International Cultural Environment

“Peace” and “development” are still the two major themes in today's world, but the changing international environment makes the world turn to “multi-polarization”, and cultural inheritance and dissemination also face new challenges, especially the inheritance and development of red culture and red spirit. For example, young students are more willing to pay attention to the heroic thought of Europe and the United States, or they think that red culture is not suitable for modern

development and do not want to learn and contact. Some of these situations are the inevitable trend of further deepening international opening-up, while some are caused by external factors. When the concept of western egoism is introduced into our country, foreign culture will have a great impact on the red culture and exert a great influence on the values of young students, many young people gradually lose interest in the red culture.

2.2 Knowledge and Information Are Fragmented and Fragmented

In the era of big data, the speed of information transmission is accelerating, which facilitates people's study and life, but also brings many problems that cannot be ignored. If the causal relationship between information is strong, it will present a fragmented information form. People in the fragmentary information will be difficult to distinguish useful and useless, valuable and worthless information, and a small part of the information is mixed up, more easily confused listening, when college students accept the message speed too fast and information is too miscellaneous, it is difficult to quickly and rationally identify the truth of the message and good or bad, it is also difficult to deeply explore the inner spiritual meaning of knowledge or information. At present, our country's dissemination of red culture is still in the habit of using newspapers, television and other traditional media to carry out publicity, it lacks the experience and methods of using the network to spread red culture, red culture lacks "sense of existence" in the young generation, to inherit red culture is to inherit the spiritual connotation and ideological value of red culture, to give red culture a new era significance. Fragmentary information is difficult to help people form a comprehensive understanding of red culture, and it is difficult to recognize the nature of red culture transmission. It stays in the external form, showing superficial and one-sided cognition of red culture, and difficult to achieve a profound understanding and mastery.

2.3 Communication Subjects Lack Awareness of Innovative Communication of Red Culture

Current mass communication subjects do not make full use of the convenience of big data to analyze market demand. The orientation of red culture communication is different from that of mass aesthetic communication, which leads to the weak awareness of red inheritance of the communication subjects and the public. In addition to the single form of communication, the mode of red culture communication is outdated. Newspapers and magazines are keen to recall the deeds of the revolutionary pioneers during the Anti-Japanese War, but cannot promote the red deeds from a more contemporary perspective. The dissemination of red culture relying on traditional media has weak timeliness and lagging audience feedback. The development of traditional media is longer than that of emerging media, with wide audience distribution and greater influence. However, now mobile phones and the Internet have become the main means for adult citizens to contact media, and the reading time of printed books and newspapers has been greatly reduced, while the dissemination of red culture still relies on traditional media.

New media is more convenient, efficient, diversified and interactive. With the satisfaction of living standards and material life, modern people are more pursuing spiritual enrichment, while traditional media channels are backward and difficult to meet the needs of audiences. Network media is timeliness, which can let the public know the red story in a short time and improve the efficiency of red culture communication. Network media is open, and red culture spreads more widely and faster with the help of network media. With the rapid development of Internet technology, the use of network media to spread red culture conforms to the trend of The Times and increases the public's interest in it. At the same time, network media has a lower threshold to spread red culture, which is easier to be accepted by more people. We should not only deeply explore its excellent traditional connotation, but also continuously endow it with new content in the practice of reform, opening up and modernization, closely combine with The Times, identify and inherit the red culture from the perspective of the new era. Secondly, red culture should be prevented from being used as a gimmick for commercial promotion under the drive of commercial interests, resulting in the vulgarization of communication. Moreover, it should be noted that the use of network media to spread red culture is easy to make red culture receive the impact of network "subculture" and "fast food culture", which is easy to trigger the public red culture "identity crisis";

Finally, it is necessary to prevent the empty phenomenon of red culture, that is, red culture is impacted by the value paradigm of secularism and philistinism, and has been secretly drained of its spiritual connotation and become a fragile and empty storage box. Therefore, it can be seen that how to let people truly understand the spiritual essence and lofty thoughts contained in red culture is the biggest problem in the dissemination of red culture.

3. Feasibility Plan for the Inheritance and Development of College students' Red Spirit

3.1 Red Cultural Creation -- Contemporary Carrier of Heavy History

Cultural and creative products refer to the creation and promotion of cultural resources and cultural articles through the development and application of intellectual property rights, with the help of modern scientific and technological means, and the output of high value-added products, because of its rich connotation, novel design has a wide consumer market. Cultural and creative products seek the combination of thick core and contemporary context in design, and the "immersive experience" in use promotes the extension of red culture, which is a new way for young people to express their attitude towards life. Simple and witty, straight to the heart of the literary creation, found the core of the traditional spirit and the era of personality expression. Red text creation is a new carrier of thick history and has a great development prospect because of its eternal spiritual core. We can focus on the development of red culture and creativity, contain the profound truth, write big stories into small objects, so that the red stories can be inherited through the common objects in life such as ink, paper and inkstone, and carry forward the red spirit among college students. With the help of cultural and creative products, not only promote rural economic growth, but more importantly, inherit the red culture. Promote rural revitalization and development, and promote the spread of the red spirit.

3.2 Red Education in Camp -- an Innovative Way of Education Infused with Vitality

First, through newspapers, television, the Internet and other channels, extensive and in-depth publicity of the policy system, the insured method, the rights and obligations of the insured and the examination and settlement process to thousands of households, so that the general public really understand and familiar with this system;

Secondly, we should carry out specific, vivid and typical examples to publicize, promote the traditional virtues of dedication, love and mutual assistance, so that the masses can truly feel the significance and benefits of the system, enhance the attraction of the system and further enhance the consciousness of voluntary participation in the insurance;

Third, we should actively seek the attention and support of the National People's Congress, the CPPCC and all sectors of society for the new rural cooperative medical care work and create a good working atmosphere.

3.3 Expand the Red Industrial Chain -- Promote the Construction of Red Tourism

Strengthen the protection and utilization of red relic facilities, and take the ecological village Zhenxing road well. Many old revolutionary base areas are located in remote mountainous areas with a weak economic foundation and backward living conditions. However, these areas are expected to have natural ecological advantages, revolutionary historical and cultural advantages, and red tourism resources in the old revolutionary base areas are rich in reserves, widely distributed and with their own characteristics. They are valuable wealth and an important starting point for local economic and social development. The hard struggle history has left rich red resources for the old area, which contains great potential for development. The pursuit of Light practice team cooperates with the Red Revolution Zone to expand the red industrial chain and promote new industries and new business forms. With the help of network cloud platform, we can help the old red areas go out and face the public, so that more college students can understand the revolutionary red areas and tell good red stories. The economic value of red cultural resources should be rationally utilized, the inheritance and promotion of red culture should be used to boost the

revitalization and development of rural areas, and the distinctive construction and development modes of “red + folk custom”, “red + ecology” and “red + beautiful countryside” should be used to build a red cultural and ecological village with livable and suitable business conditions.

3.4 Cloud Media Publicity -- Promoting the Continuous Dissemination of Red Culture

In order to attract college students to better understand and accept red culture, local governments and venues should make full use of the comprehensive advantages of traditional media and new media, promote the deep integration, integrated development and optimization of the two, continue to force the “three micro end” and other new communication positions, create a three-dimensional communication matrix, and promote the all-round and multi-angle communication of red culture. Some new media communication projects can be developed across media and industries to encourage more young people to contact, understand and accept red culture, and use new media to spread red culture, or plan a series of activities to further operation and promotion, combine online and offline, and build cultural brands. For example, we can cooperate with colleges and universities to carry out various activities of red culture on campus. We can make full use of portal websites, wechat public accounts, Weibo, Douyin, Kuaishou and other channels to spread red culture to more people in the form of short videos, h5, tweets, etc., so as to meet the spiritual needs of different audiences.

Use 5G technology to promote innovation in red culture communication. As a new generation of mobile communication technology, 5G has obvious advantages in information transmission. It can realize information transmission and instruction transmission between different scenes, and it has stability. Therefore, the arrival of the 5G era can improve the speed and frequency of red culture transmission, provide better technical support for the scenization of red culture, further enrich and develop the subject, content, media means and methods of red culture transmission, make red culture resources concrete, vivid and visual, and add new impetus to red culture transmission. For example, “5G+VR”, “5G+online education platform for Party construction”, “5G+live broadcast” and other methods have highlighted the characteristics of red culture communication. To sum up, red culture, as a characteristic culture of our country, needs the rapid new media technology for its communication and inheritance, and its communication mode should adapt to the development of The Times. No matter what form of communication, it is necessary to grasp the essence and connotation of red culture, so that more people can understand, accept and carry forward red culture in a subtle way.

We condense the actual experience and psychological process of social practice in one short video after another, using concise language and vivid pictures to tell the red story to the vast number of young people, publicize the red spirit in the short story, inspire people to pay attention to the red figures around them, and promote the spread of red culture. We recorded a total of 7 research and practice videos, forming a series of group lessons on watching, learning and understanding red. The style of painting can be relaxed or serious. We output our views in an approachable way, share our perception of practice, and tell the story of red from the perspective of youth. Our videos will be released on Bilibili, Weibo, Zhihu and wechat public accounts, which are popular among young people, for “cloud propaganda” to attract more young people. With the power of the Internet, we sprinkle the red culture to every corner of the motherland.

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