

# Research on Campus Culture Construction under the Inheritance of Red Gene

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**Abstract:** *This study aims to explore how to better promote campus culture construction under the inheritance of red genes. Through a review of relevant literature, it is found that the red gene, as an important component of Chinese characteristic culture, plays a crucial role in promoting campus cultural construction.*

**Keywords:** Inheritance of the Red Gene, Campus Culture Construction, Chinese characteristic culture.

## 1. The Role of Red Genes in Campus Culture Construction

The red gene is an excellent spiritual and cultural heritage of the Chinese nation, a source of prosperity and strength for the Chinese nation, and an important component of Chinese education. In the construction of campus culture, the red gene plays an important role and significance.

### 1.1 Enhance Students' Patriotism and Love for the School, and Shape the Socialist Core Values

The red gene is a fine ideological, moral, and cultural tradition cultivated during the revolutionary and construction period, with a profound revolutionary tradition and patriotic sentiment. In the construction of campus culture, by promoting and inheriting the red genes, students' patriotism and love for the school can be enhanced, their patriotic enthusiasm and sense of responsibility can be stimulated, and they can experience the emotional experience of "patriotism leads to home, and having a country leads to home", thus shaping a good socialist core values.

### 1.2 Inspire Students' Love and Eagerness to Learn, and Promote Their Comprehensive Development

The red gene contains the spirit of struggle, innovation, and seeking knowledge. These spirits are deeply excavated and inherited in the construction of campus culture, which will help stimulate students' love for learning and promote their comprehensive development. For example, the spirit of "seeking truth from facts" in the red gene can guide students to focus on practice and innovation in their learning and life, constantly improving their comprehensive qualities and abilities.

### 1.3 Promote Red Culture and Build a Campus Cultural Atmosphere

One important aspect of campus culture construction is to create a campus cultural atmosphere. In the construction of campus culture, promoting red culture is a very important means. Through forms such as promotion, exhibitions, and artistic performances, we will strengthen the inheritance and publicity of red culture, create a strong campus cultural atmosphere, and enhance the overall cultural taste and influence of the school.

### 1.4 Cultivate Students' Revolutionary Spirit and Sense of Social Responsibility

The red gene contains revolutionary spirit and social responsibility, which are deeply excavated and inherited in campus cultural construction, and will help cultivate students' revolutionary spirit and sense of responsibility. For example, promoting the spirit of "self-reliance and hard work" can guide students to climb new heights in their studies and lives, not afraid of difficulties, hone their willpower, temper their character, and cultivate a tenacious spirit.

### 1.5 Enrich the Connotation of Campus Culture and Enhance the Soft Power of the School

One important goal of campus culture construction is to enrich the connotation of campus culture and enhance the soft power of the school. The red gene is an excellent ideological, moral, and cultural tradition formed during the process of Chinese revolution and construction, with strong Chinese characteristics and contemporary value. In the construction of campus culture, by deeply exploring and inheriting the red genes, unique styles and characteristics can be added to the cultural connotation of the school, and the soft power and cultural influence of the school can be enhanced.

## 2. The Inheritance Pathway of the Red Gene

The red gene is a unique cultural gene of the Chinese nation, representing the excellent traditions and rich cultural heritage of the Chinese nation. It is a fine ideology, morality, and cultural tradition formed during the Chinese revolution and construction process. In the current educational environment, how to effectively inherit the red genes has become an urgent problem that needs to be solved.

### 2.1 The Importance of Inheriting the Red Gene

The red gene, as a spiritual and cultural heritage, represents the revolutionary spirit and patriotic sentiment of the Chinese people. The red gene carries the excellent traditions and rich cultural heritage of the Chinese nation, and is the spiritual pillar of the Chinese nation. Through the inheritance of the red gene, it can stimulate people's patriotism, improve their cultural quality and moral level, and promote the development of the country and the nation.

## 2.2 The Path of Inheriting the Red Gene

Schools are important places for the inheritance of the red gene. Through various methods such as curriculum design, teacher guidance, and class activities, students can gain a deeper understanding of the connotation and spirit of the red gene, enhance their patriotism and sense of responsibility. For example, students can learn about the history and glorious achievements of the Communist Party of China through red classic reading materials, study tours, practical education, and other methods, which can stimulate their patriotism and sense of struggle.

Social practice is one of the important ways to inherit the red gene. Through social practice, students can gain a deeper understanding of social reality, feel the vivid practice of the red spirit, and enhance their sense of social responsibility and dedication. For example, students can be organized to visit places such as the Revolutionary History Memorial Hall and Martyrs Cemetery, allowing them to understand revolutionary history and heroic deeds; Volunteer service activities can be organized to encourage students to participate in community building and realize their self-worth of patriotism and dedication.

Traditional cultural education is an important way to inherit the red gene. By learning and inheriting traditional culture, students can better understand the essence and inheritance of the red gene. For example, by studying traditional cultural festivals, ancient poetry, opera, etc., students can experience the profound heritage and excellent traditions of Chinese culture, strengthen their cultural confidence and national pride.

Outward study tours are also an effective way to inherit the red genes. By visiting revolutionary sites and historical relics, students can intuitively understand and feel the red genes, enhance their red consciousness and national emotions. For example, students can be organized to visit Yan'an, Jinggangshan, Hongqiqu and other places to gain a deeper understanding of the heroic deeds and revolutionary process of revolutionary predecessors, and enhance their patriotic enthusiasm and sense of responsibility.

With the development of technology, utilizing technological means has become a new way to inherit the red gene. For example, the use of digital technologies such as the Internet and mobile devices can make the inheritance of red genes more diversified and enable more people to understand and inherit red genes. For example, students can be exposed to and learn about the red gene in a relaxed and enjoyable atmosphere through online exhibitions, audio lectures, game education, and other methods.

## 2.3 Evaluation of the Effectiveness of Red Gene Inheritance

The evaluation of the effectiveness of red gene inheritance is an important component of red gene inheritance work, which is an objective evaluation and feedback of the effectiveness of red gene inheritance work. Evaluating the effectiveness of red gene inheritance work can not only summarize experience and improve work, but also attract more people to pay attention to

red gene inheritance work and enhance the social recognition of inheritance. Evaluating the effectiveness of red gene inheritance can be approached from the following aspects: through research, questionnaire surveys, and other methods, understanding the impact of red gene inheritance work on the conceptual values of students, parents, teachers, and other personnel at all levels, including their understanding of socialist core values, national and ethnic identity, etc; Evaluate the impact of red gene inheritance work on students' behavioral performance, including emotional expression, volunteer service, community building, and other aspects, through students' red practice activities and class red culture construction; Evaluate the effectiveness goals of the red gene inheritance work, including the richness of red cultural connotations, the improvement of students' comprehensive qualities, and social recognition; By collecting feedback from students, parents, teachers, and other parties, evaluate the actual impact of red gene inheritance work on students, families, and society, identify existing problems, and make improvements.

## 3. Suggestions for Promoting Red Culture

### 3.1 Utilize Digital Means to Carry Out Online Red Culture Promotion Activities

At present, the Internet has become an important place for people to understand red culture and spread the red spirit. Therefore, we can use digital means to introduce red culture to more people, spread revolutionary stories, and stimulate patriotic feelings and national pride through various electronic platforms (microblog, WeChat, Tiktok, Station B, etc.) and online live broadcast platforms.

### 3.2 Hold a Red Culture Themed Exhibition

Exhibition is one of the important forms of promoting red culture. Through exhibitions, visitors can have a more intuitive understanding of the connotation and extension of red culture, deeply experience the spiritual atmosphere of red culture, and further promote national cohesion and cultural confidence.

### 3.3 Integrating Red Culture Education into the Curriculum System

By developing red culture education courses, red history, red stories, red spirit, etc. can be integrated into classroom teaching.; Strengthen teacher training, enhance teachers' teaching ability and research level in red culture education; Carry out red culture education practice activities, allowing students to experience the charm of red culture in practice.

### 3.4 The Integration of Red Spirit and Campus Culture

Integrating the red spirit into the construction of campus spiritual culture and cultivating campus cultural characteristics with red genes; Carry out activities to inherit the red spirit, such as themed educational activities such as "Inheriting the Red Gene and Striving to Be a New Era"; Strengthen the connection between the construction of campus red culture and the overall development strategy of the school, and promote the comprehensive development of

the school.

#### 4. Conclusion

Through research and exploration of red culture, a strong atmosphere of red culture can be created on campus, inheriting the red genes, and cultivating generation after generation of socialist builders and successors with ideals and responsibilities. Education departments and schools at all levels should attach great importance to the construction of campus culture under the inheritance of red culture, and regard it as a long-term and systematic project to contribute to the cultivation of outstanding talents in the new era. We can better understand the connotation and spirit of red culture, inherit the red genes, withstand international market competition, and enhance our international status and influence. In the current situation, promoting red culture has become a very important task. We need to call on people to actively participate and jointly promote red culture, making it a powerful spiritual force for us.

#### References

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