

# Research on the Countermeasures of Integrating Red Cultural Resources into Ideological and Political Courses in Colleges and Universities

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**Abstract:** *The ideological and political courses in universities bear the important task of cultivating moral character and nurturing talents. How to integrate red cultural resources into the teaching process of ideological and political courses in universities in various forms under new historical conditions will contribute to the high-quality development of universities. Universities can help college students strengthen their understanding and appreciation of red culture through experiential and immersive teaching, by reforming and innovating the teaching and educational forms of ideological and political courses, visiting red culture practice bases, and carrying out various forms of red culture campus activities. This will inspire a strong sense of social mission, and enable them to consciously contribute to the construction of socialism with Chinese characteristics.*

**Keywords:** Red cultural resources, Ideological and political courses, Digital Intelligence Technology.

## 1. Introduction

Red culture is the inheritance of the excellent culture of the Chinese nation for thousands of years. It is derived from the revolutionary spirit and excellent tradition formed in the process of the CPC uniting and leading the people of all ethnic groups in the struggle for national independence, national prosperity and strength of the revolution, reform, and the construction of socialism with Chinese characteristics. The identification with red culture plays an important role in enhancing the centripetal force and cohesion of the Chinese nation. Especially with the rapid development of the digital technology revolution, information technology is profoundly changing the way human society interacts, and the exchange of ideas and culture has undergone unprecedented changes. How to adapt to the new digital and intelligent communication environment and implement the fundamental task of moral education and talent cultivation in ideological and political courses? How to promote red culture, inherit the red bloodline, and tell Chinese stories well? It has pointed out the development direction for the teaching and construction of ideological and political courses in universities.

## 2. The Contemporary Value of Integrating Red Cultural Resources into Ideological and Political Courses in Universities

### 2.1 It is a Practical Need for Universities to Implement Moral Education and cultivate new talents of the Times

Red cultural resources contain rich moral education materials. The heroic deeds and firm beliefs of revolutionary predecessors, such as their selfless dedication to the interests of the people and their persistent struggle in difficult environments, help college students to firmly uphold Marxist ideals and beliefs, and guide them to establish correct moral concepts and behavioral norms; Red cultural resources, through historical representation, enable students to understand the heroic struggles of people during the revolutionary era for the future and destiny of their country and nation. This can inspire their sense of responsibility

towards society and the country, and encourage them to work harder and actively participate in social construction and national development by continuously improving their comprehensive abilities.

### 2.2 It is the Spiritual Nourishment that Continues the Red Bloodline and Inherits the Red Genes

Red cultural resources are not only a kind of historical memory and cultural heritage, but also the spiritual core of the CPC. They contain firm ideals and beliefs, fearless sacrifice spirit, realistic scientific attitude and the fundamental purpose of serving the people. It can nourish students' hearts, inspire their patriotic enthusiasm and fighting spirit. Therefore, in the process of teaching ideological and political courses in universities, it is necessary to deeply explore the connotation and value of red cultural resources, guide students to deeply feel the lofty patriotism and great spirit of dedication of revolutionary predecessors, and help students resonate emotionally and sublimate their thoughts. Further inspire college students to remember history and never forget their original aspirations, internalize the red gene in their hearts and externalize it in their actions, firmly establish their beliefs and pursuits, and become a new generation of the times with ideals, abilities, and responsibilities.

### 2.3 It is an Excellent Carrier for Broadening the Path of Education and Cultivating Characteristic Ideological and Political Courses in Universities

Due to the fact that red cultural resources cover multiple aspects such as revolutionary history, heroic deeds, and revolutionary spirit, they provide rich teaching materials and cases for ideological and political courses, which helps to enhance the attractiveness and infectiousness of the curriculum. Compared to traditional ideological and political courses that focus on imparting theoretical knowledge and neglecting the cultivation of students' abilities and emotional attitudes, the introduction of red cultural resources, such as on-site visits to revolutionary memorial halls, cloud visits, or simulating the Long March, has effectively broadened the

path of education for ideological and political courses in universities, enriched teaching resources, and greatly stimulated students' interest in learning. Through the combination of dynamic and static modes, online and offline interactive participation, the unity of explicit and implicit education, value and knowledge has been achieved. At the same time, it is also beneficial for universities to combine their own characteristics and advantages to create ideological and political courses with local and contemporary features, which not only innovates teaching models but also improves teaching quality.

### **3. The Current Situation of Integrating Red Cultural Resources into Ideological and Political Courses in Universities**

In the current process of integrating red cultural resources into ideological and political courses in universities, there are sometimes misunderstandings in the ideological field and problems of teaching being superficial. These issues not only affect the full play of the educational function of red cultural resources, but also constrain the improvement of the quality of ideological and political education in universities.

#### **3.1 Misunderstandings Exist in the Field of Ideology, and Teaching is Merely a Formality**

Some universities and teachers do not attach enough importance to ideological and political courses, and there is a lack of understanding and misunderstanding of their importance. In terms of teaching mode, a considerable number of schools have traditional and monotonous teaching methods. Teachers only give simple and concise lectures on historical events, emphasizing the explanation of knowledge and theory. They do not pay enough attention to students' emotions, and even deviate from their actual lives. The acceptance of students is low, and the achievement of educational and teaching goals is low. The teaching task of cultivating virtue and educating people cannot be fully realized.

#### **3.2 The Recognition of College Students is not High, and the Effectiveness of Education Needs to be Improved**

The traditional teaching model ignores the characteristics of contemporary college students and cannot use their familiar teaching methods and means to carry out teaching, making it difficult for college students to personally experience and integrate into historical events. Classroom teaching is not heartfelt, like listening to stories, and the teaching effect is average. The recognition of historical events and ideological and political theory is insufficient, and even the profound significance behind the theory cannot be fully understood. The effectiveness of education needs to be improved.

#### **3.3 The Construction of Red Practice Bases is Weak, and the Integration Methods are Relatively Single**

At present, a large part of universities have relatively single means of integrating ideological and political theory courses with red cultural resources, generally focusing on student visits and inspections, lacking modern multimedia technology support. The construction of red cultural resource bases is

weak, and support from various regions in terms of funding, venues, and policies needs to be improved. The existing red cultural resources lack institutional safeguards and cannot be highly integrated with ideological and political education in universities, which cannot effectively meet their practical needs. In addition, the integration of red cultural resources in various regions is not high, and their distribution is relatively loose, which cannot achieve one-stop or panoramic experiential learning. This also leads to insufficient integration of ideological and political courses and red cultural resources in universities, lacking a sense of firsthand experience and effectiveness.

In addition, some teachers and students may believe that red cultural resources are just remnants of history, disconnected from modern life, and unable to resonate. Although some universities organize practical activities with red cultural themes, there is often a formalized and perfunctory phenomenon, which makes it difficult to stimulate students' interest and enthusiasm for learning, create a sense of distance in their hearts, and truly touch their hearts.

### **4. The Path of Integrating Red Cultural Resources into the Teaching and Practice of Ideological and Political Courses in Colleges and Universities**

At present, the prominent problem that urgently needs to be solved in various regions is to deeply explore the local red cultural resources, such as the "six regions" red resources in our province, and organically integrate them with the theoretical and practical content of ideological and political courses in universities, to create an effective red cultural resource education model and guarantee system, aiming to change the one-way information transmission mode of college students in ideological and political courses that mainly rely on indoctrination, and to enhance the initiative and consciousness of college students to receive ideological and political education through "immersive" education as the main support and carrier, thereby further improving the effectiveness of ideological and political theory course teaching.

#### **4.1 Integrating into Classroom Teaching, Inheriting the Red Gene**

Classroom teaching remains the main battlefield for ideological and political education in universities. Firstly, teachers need to organically integrate theoretical knowledge of ideological and political courses with red cultural resources through careful design, and adopt diverse digital intelligence technologies such as AR, VR, AI, etc., to enable students to immerse themselves in learning in the classroom; Secondly, teachers can break the original textbook system and transform it into a teaching system, using thematic and problem-based teaching methods to make the teaching content more precise, stimulate students to engage in exploratory learning, and achieve the penetration of ideological and political theory into the eyes, hearts, and minds through the reproduction of specific red cultural resources such as sound, image, picture, and shadow. So as to help college students carry forward the red tradition, cultivate patriotism, and consciously devote

themselves to the great cause of social construction and national rejuvenation.

#### **4.2 Integrating Practical Teaching and Continuing the Red Bloodline**

The ideological and political theory courses in universities should achieve the unity of theoretical and practical aspects. To this end, universities should actively carry out various social practice activities with red themes, lead college students to visit red memorial halls and educational bases, conduct on-site inspections of war sites, and provide immersive education. This not only achieves the unity of theory and practice, but also the unity of explicit and implicit education, continuously enhancing college students' sense of historical mission and consciously continuing the red bloodline.

#### **4.3 Integrating into Campus Culture and Consciously Creating a Red Education Atmosphere**

Integrating red culture into all aspects of campus culture, creating a strong atmosphere of red education, so that students are unconsciously nourished by red culture and consciously inherit and promote the red genes. Each school can create a red cultural corridor in places where students frequently engage, such as teaching buildings and campus exhibition boards, to showcase portraits, deeds, and important historical events of revolutionary martyrs. Red themed sculptures can be placed in prominent locations in each college, allowing students to feel the influence of red culture at any time on campus.

Secondly, a variety of red culture themed activities can be organized and carried out, such as red knowledge competitions, red song competitions, red poetry exhibitions, and other forms, to help students create a positive and uplifting red spirit atmosphere. With the nourishment of the red spirit, it can stimulate students' enthusiasm and cognition of red culture, and achieve the goal of educating people.

#### **4.4 Integrating Online Ideological and Political Education to Achieve Red Network Education**

In today's era, artificial intelligence technology is increasingly developing, and its diverse forms are very popular among college students. Based on this, the ideological and political courses in colleges and universities can also use modern multimedia technologies, such as VR, cloud interaction and other holographic technologies, build official account such as WeChat, Weibo, and ideological and political websites to promote red culture, so that students can consciously realize the nourishment of red cultural resources in cyberspace and buckle the first button of life.

#### **4.5 Integrating Ideological and Political Education into the Curriculum, Achieving the Goal of Educating Students in the Same Direction and in the Same Industry Through Red Ideological and Political Education**

The ideological and political courses in universities have never been fought alone, but also need to adapt to the development of the times and achieve collaborative education

with various professional courses, walking in the same direction. Therefore, our university teachers should also help college students cleverly introduce the mechanism of cultivating students with red cultural resources while learning professional courses well, and effectively realize that every course is an ideological and political course.

In summary, the integration of ideological and political courses in universities into the teaching practice of red cultural resources is a major project, which requires schools to continuously innovate the teaching mode of ideological and political courses and adopt diversified digital intelligent technology to integrate red cultural resources; It also requires society to continuously provide it with practical bases, venue facilities, and institutional guarantees; It also requires media dissemination and promotion, as well as international exchange and cooperation to jointly promote the inheritance and development of red culture, in order to ensure the continuity and effective promotion of the red bloodline.

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