

Symbolic Analysis and Value Reshaping of Red Cultural Resources in the Context of Ideological and Political Courses in Colleges and Universities

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Abstract: *In the ideological and political education scene of colleges and universities, red cultural resources are of great significance. Symbolic analysis of them can not only break the dullness of ideological and political education, but also fit the cognitive habits of contemporary college students and stimulate their interest in red culture. By dividing the symbol types, analyzing the extraction of elements and deeply interpreting the meaning, a comprehensive analysis of the symbols of red cultural resources is carried out. In view of the fact that contemporary college students grow up in a multicultural era, it is proposed to reshape the value of red cultural resources to resist the erosion of bad culture, cultivate college students' cultural confidence, and strengthen their sense of responsibility. And explore the path of value reshaping from the dimensions of deep integration of curriculum system, diversified development of campus activities, creation of campus environment culture and innovative application of new media platforms. In the future, we should continue to innovate and deepen the development and utilization of red cultural resources to provide strong spiritual motivation and solid talent support for the realization of the Chinese dream.*

Keywords: Ideological and political education in colleges and universities; Red cultural resources; Symbolic analysis; Value reshaping.

1. Introduction

In the unique field of ideological and political education in colleges and universities, red cultural resources are a treasure trove of profound historical memories and lofty values. Symbolic analysis and value reshaping have become the key to activating the vitality of red culture and enhancing the effectiveness of ideological and political education in colleges and universities. By deeply exploring the symbolic connotation of red cultural resources and actively exploring the path of value reshaping, we can promote the deep integration of red culture into ideological and political education in colleges and universities, guide college students to establish a correct world outlook, outlook on life and values, and lay a solid ideological foundation for the younger generation.

2. Basic Cognition of Symbolization of Red Cultural Resources

2.1 Explanation of the Connotation

The symbolization of red cultural resources is to skillfully transform the abstract spirit, historical events, and deeds of people contained in red culture into concrete and tangible material, behavioral or spiritual symbols. These symbols, as the external manifestation of red culture, can convey the core essence of red culture in an intuitive and vivid way. Revolutionary sites, as material symbols, with their mottled walls and quaint buildings, quietly tell the magnificent history; and red songs, as spiritual symbols, with their passionate melodies and sincere lyrics, embody the immortal revolutionary spirit and become a memory that will never fade in people's hearts.

2.2 Theoretical Basis

The symbolic interaction theory emphasizes that individuals

understand the world and construct self-cognition through interaction with symbols. In the process of ideological and political education in colleges and universities, the in-depth interaction between college students and the symbols of red cultural resources can lead them to have a deep insight into the rich connotations of red culture, and then subtly shape correct values. The cultural communication theory clearly points out that symbols are the basic units of cultural communication. After the red cultural resources are symbolized, they are easier to spread widely in the campus environment, transcending the limitations of time and space, allowing more students to be exposed to and deeply understand the red culture, so that the red gene can take root on campus.

2.3 Practical Significance

The symbolic red cultural resources are like a clear spring, breaking the dullness and dullness of traditional ideological and political education, and stimulating the strong interest of college students in a novel and interesting form. Transforming the abstract red culture into concrete and perceptible symbols is highly consistent with the cognitive characteristics of contemporary college students, which helps them better understand and accept the red culture, greatly enhances the attractiveness and appeal of ideological and political education, and enhances college students' sense of identity and inheritance of red culture, so that red culture can be revitalized in the new era.

3. Symbolic Analysis of Red Cultural Resources

3.1 Classification of Symbol Types

Material symbols include revolutionary relics and historical relics. The octagonal building in the Jinggangshan Revolutionary Base, where Comrade Mao Zedong once lived and worked, is an important witness to the arduous period of

the Chinese revolution and carries the memory of that special period of history. Weapons, clothing and other relics used by the Red Army during the Long March vividly show the arduous struggle of the revolutionary predecessors in the form of physical objects.

Behavioral symbols include red-themed ceremonies and commemorative activities. Every year during the Qingming Festival, colleges and universities organize students to visit the martyrs' cemetery to pay homage to the martyrs. Through solemn behaviors such as laying wreaths, silence, and oaths, they express their deep remembrance and high respect for the revolutionary martyrs and pass on the red gene. Activities such as red culture theme speech contests and red story sharing sessions are the behavioral manifestations of students' vivid interpretation of red culture through language expression and emotional transmission.

Spiritual symbols such as the Long March spirit, the Yan'an spirit, and the Xibaipo spirit are the core values of red culture. The perseverance and courage of the Long March spirit, the self-reliance and hard work of the Yan'an spirit, and the modesty and prudence of the Xibaipo spirit have inspired generations of Chinese people to work tirelessly for the realization of national prosperity and national rejuvenation.

3.2 Element Extraction and Analysis

From red historical events, key elements can be extracted as the cornerstone of symbol construction. Taking the Zunyi Conference as an example, the location, time, participants and important decisions made at the conference have been refined and processed to become symbols representing the historical event of the Zunyi Conference, which can enable students to more intuitively understand the important significance of the Zunyi Conference in the history of the Chinese revolution. Spiritual symbols can also be condensed from the deeds of red figures. Lei Feng's helpfulness and selfless dedication, Jiao Yulu's love for the people and hard work, their deeds and qualities have become the core connotations of their respective spiritual symbols, profoundly affecting the moral concepts and behavioral norms of contemporary college students.

3.3 In-depth Interpretation of Significance

From a historical perspective, the symbols of red cultural resources carry the great journey of the Chinese Communist Party leading the people in revolution, construction and reform. They are faithful witnesses of history, allowing future generations to remember that turbulent period and understand that today's peace and prosperity are hard-won.

In terms of the significance of the times, the symbols of red cultural resources play a vital role in shaping the values of contemporary college students. They provide college students with the correct value orientation, help them strengthen their ideals and beliefs, cultivate patriotic feelings, enhance their sense of social responsibility and mission, and encourage them to contribute their own strength to the great rejuvenation of the Chinese nation in the new era.

4. Reshaping the Value of Red Cultural Resources in College Ideological and Political Education

4.1 Necessity of Value Reshaping

Contemporary college students grow up in an era of diverse information and culture, and the traditional way of presenting red cultural values can no longer meet their needs. On the one hand, the impact of massive information can easily cause college students to have cognitive fatigue of red culture; on the other hand, the infiltration of Western bad culture has a certain impact on college students' values. Therefore, reshaping the value of red cultural resources to make it more in line with the thinking mode and interests of contemporary college students has become an inevitable requirement to resist the erosion of bad culture and strengthen mainstream values.

4.2 Value Reshaping Goals

The purpose is to cultivate the cultural confidence of college students. By reshaping the value of red cultural resources, college students can deeply understand the unique charm and profound heritage of red culture, understand that red culture is an important part of Chinese culture, and thus enhance their sense of identity and pride in local culture and establish firm cultural confidence.

At the same time, it strengthens the sense of responsibility of college students. The spirit of revolutionary predecessors who fought for national independence and national liberation contained in red culture can inspire college students' sense of social responsibility and mission. Value reshaping aims to guide college students to closely link personal development with the fate of the country, encourage them to actively participate in social practice, and contribute to the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

5. Exploration of the Path to Value Reshaping

5.1 Deep Integration of Curriculum System

In the ideological and political courses, we carry out in-depth teaching on the topic of red culture. Taking the topic of "Historical Evolution and Contemporary Value of Red Culture" as an example, teachers use rich historical materials, such as precious images and documents, to describe in detail the process of red culture from its inception to its development and growth. Combined with specific cases such as the Nanchang Uprising and the Autumn Harvest Uprising, we analyze the role of red culture in promoting the process of China's revolution in different historical stages. Organize classroom discussions to guide students to think about the value of red culture in contemporary society, encourage students to express their own opinions, and stimulate their interest in in-depth exploration of the connotation of red culture.

Different majors cleverly incorporate red cultural elements

according to their own characteristics. The history major offers a research course on the history of red culture to guide students to deeply explore local red cultural resources, such as local revolutionary stories, deeds of heroes, etc., and write research reports. Through field research, literature review and other methods, students' research ability is cultivated, while their understanding of red culture is deepened. The art major offers a red-themed art creation course to encourage students to present red culture in an artistic way in the form of painting, sculpture, music, dance and other forms. Students majoring in painting create oil paintings based on revolutionary historical events, and students majoring in music create red-themed songs, allowing students to feel the charm of red culture in artistic creation and enhance their perception and expression of red culture.

5.2 Diversified Campus Activities

Red culture festivals are held regularly to enrich the content of activities. Red culture exhibitions display replicas of historical relics, precious historical photos, documentary materials, and contemporary red cultural creations, allowing students to fully understand the historical context and contemporary development of red culture. Red art performances encourage students to write and perform red-themed dramas, songs and dances, sketches and other programs. In the creative process, students conduct in-depth research on the connotation of red culture and integrate it into artistic performances, thereby deepening their understanding of red culture. The Red Story Speech Contest provides students with a platform to showcase themselves. By telling red stories, they exercise their language expression skills and inspire exploration of the spiritual values behind red stories.

Support red culture-related clubs to carry out activities. The Red Culture Study Club organized field research and went to the old revolutionary base areas to inspect red cultural sites. During the research process, students communicated with local residents, learned about the details of revolutionary history, collected precious oral materials, and wrote research reports. This not only enhanced students' perceptual understanding of red culture, but also cultivated their practical and research abilities. The Red Volunteer Service Team participated in community red culture publicity activities, telling red stories to primary and secondary school students and spreading red culture. Through interaction with primary and secondary school students, students have a deeper understanding of the importance of red cultural inheritance and enhanced their sense of responsibility and mission.

5.3 Campus Environment and Culture Creation

A red cultural corridor will be built on campus, with time as the axis to display the major historical events of the Communist Party of China, important revolutionary figures and the development of red culture. The display content of the corridor is accompanied by vivid graphic explanations and multimedia displays, so that students can feel as if they are traveling through history and personally experience the charm of red culture when strolling along the corridor. A red theme square will be created, and iconic red sculptures will be set up, such as a sculpture group with the theme of the Long March, to show the heroic image of the Red Army soldiers on the

Long March and convey the spirit of the Long March. Themed flower beds will be set up around the square, and red flowers will be planted to create a strong red cultural atmosphere.

Red cultural slogans and posters are posted in teaching buildings, libraries, dormitories and other places, such as "Inherit the red gene, strive to be a new person of the times" and "Carry forward the red culture and build the Chinese dream together". Red cultural books and periodicals, such as "Red Rock" and "Red Star Shining on China", are placed in these places for students to read at any time. Red songs and red stories are played regularly using campus radio, electronic display screens and other media to promote red cultural knowledge. During breaks, classic red songs are played through campus radio to let students feel the power of red culture in music; red cultural propaganda videos are played on electronic display screens to strengthen the presence of red culture on campus.

5.4 Innovative Use of New Media Platforms

Produce a series of red culture short videos, using animation, VR, AR and other technologies to enhance visual effects and immersion. Produce a series of short videos on "A Red Journey Through History", and use virtual reality technology to lead students to experience revolutionary scenes "immersively", such as the Red Army's Long March across snow-capped mountains and grasslands, and the capture of Luding Bridge. Launch a series of "Red Cultural Knowledge" animated short videos to popularize red cultural knowledge in a relaxed and interesting animation form, such as introducing the background, process and significance of revolutionary historical events, and explaining the connotation of the red cultural spirit. These short videos are posted on platforms such as Douyin and Weibo to attract students' attention.

Build a red culture network interactive community, set up "red culture discussion area", "red culture creation sharing area", "red culture knowledge question and answer area" and other sections. In the discussion area, regularly initiate discussions on hot topics, such as "the impact of red culture on the values of contemporary youth" and "the innovative development of red culture in the new era", etc., to guide teachers and students to participate in discussions and share their own insights and feelings. In the creation sharing area, encourage students to upload red-themed photography, short videos, literary works, etc., and exchange and evaluate each other. Students can upload their own red culture-themed photography works, share the stories behind the shooting and their understanding of red culture. In the knowledge question and answer area, carry out red culture knowledge competitions, and stimulate students' enthusiasm for participation and interaction through mechanisms such as points and rewards. Regularly announce the rankings of knowledge competitions, and give rewards to students with outstanding performance, such as red culture books, cultural and creative products, etc., to form a good red culture learning and exchange ecology.

6. Conclusion

In the context of college ideological and political education,

the symbolic analysis and value reshaping of red cultural resources have far-reaching theoretical and practical significance. By clearly recognizing the basis of the symbolization of red cultural resources, deeply analyzing its symbol types, elements and meanings, clarifying the necessity and goals of value reshaping, and exploring the path of value reshaping from multiple aspects such as curriculum system, campus activities, campus environment and new media platforms, red culture can be revitalized in college ideological and political education. This will not only help improve the quality of college ideological and political education, but also cultivate new-era college students with firm ideals and beliefs, strong social responsibility and high cultural confidence. In the future, with the development of the times and the advancement of technology, we need to continue to explore and innovate, further deepen the development and utilization of red cultural resources, let the red gene be passed down from generation to generation in colleges and universities, and provide strong spiritual motivation and talent support for the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

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