

# The Logic and Approaches of Enhancing University Students' Ideological and Political Quality through Red Culture

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**Abstract:** *Red culture serves as a rich source of spiritual heritage. Its educational content, objectives, and values align closely with the goals of ideological and political education for university students, offering valuable insights for enhancing their ideological and political competence. This paper examines the importance of red culture in this context through both theoretical and practical lenses. By leveraging the influence of red culture in the classroom, uncovering its practical educational significance in real-world contexts, enhancing its cultural impact on campus, and utilizing digital platforms to promote it online, the social responsibility and historical consciousness of university students can be further strengthened. This approach aims to cultivate a new generation of builders and successors who are well-rounded in moral, intellectual, physical, aesthetic, and labor education.*

**Keywords:** Red Culture; University Students; Ideological and Political Quality; Ideological and Political Education.

## 1. INTRODUCTION

Ideological and political quality is an essential part of university students' overall development, encompassing the firmness of political beliefs, correctness of values, and moral integrity, with political belief at its core. This quality is reflected not only in students' understanding and acceptance of Marxist theory but also in their ability to internalize and practice socialist core values, demonstrating a strong sense of social responsibility and historical mission. In today's social context, the ideological and political quality of university students is critical not only for their personal growth but also for the future of the nation and the stability of society. Red culture, as a valuable spiritual heritage developed through the revolutionary and construction efforts of the Communist Party of China, offers rich resources for ideological and political education. It aids in enhancing students' ideological and political quality, helping them better understand and embrace the revolutionary history and core values of the Communist Party of China, thereby strengthening their political convictions and cultural confidence. This paper discusses the intrinsic alignment between red culture and students' ideological and political quality, the logic of its enhancement, and specific approaches, aiming to offer new perspectives and methods for ideological and political education in universities.

## 2. THE INTRINSIC CORRELATION BETWEEN RED CULTURE AND THE IDEOLOGICAL AND POLITICAL QUALITY OF UNIVERSITY STUDENTS

### 2.1 Aspects of Red Culture that Contribute to the Improvement of University Students' Ideological and Political Quality

Red culture, the spiritual heritage forged and preserved by the Communist Party of China during the revolutionary wars, is a rich source of ideological and political education that aligns closely with the goals of enhancing university students' ideological and political quality. By embracing revolutionary spirits like the Long March spirit, the Anti-Japanese War spirit, and the Yan'an spirit, students can deepen their patriotism and develop qualities of perseverance and resilience. Additionally, the heroic figures and role models found within red culture, such as Lei Feng, Jiao Yulu, and Zhang Side, serve to inspire students to pursue lofty ideals, thereby strengthening their sense of social responsibility and historical mission. Red culture is more than a historical record; it is an educational tool that integrates theory with practice. By studying Marxist theory and the practical lessons embedded in red culture, students can gain a profound understanding of social development, shaping a scientific worldview and methodology. This synergy between theory and practice enables students to apply their knowledge effectively in real-world scenarios, thus enhancing their ideological and political quality. Moreover, the humanistic values embodied in red culture—such as the spirit of sacrifice, collectivism, and revolutionary optimism—can inspire

students to cultivate noble moral character and establish sound values, further enriching their ideological and political quality along with their humanistic and social consciousness.

## **2.2 The Purpose of Red Culture in Enhancing University Students' Ideological and Political Quality**

Red culture, as a significant spiritual legacy from China's revolutionary and socialist construction periods, plays a crucial role in enhancing the ideological and political quality of university students. The revolutionary spirit and socialist ideals it embodies are not just historical records but powerful tools for modern education. By integrating red culture into ideological and political education, students can deeply understand and internalize these values, fostering strong communist ideals and a firm belief in socialism. This integration not only bolsters their confidence in the socialist path with Chinese characteristics but also motivates them to strive for the Chinese Dream of national rejuvenation. Furthermore, red culture provides rich resources for moral and ethical education, such as patriotism, collectivism, and heroism. Through learning about the deeds of revolutionary heroes, students develop noble character and strong moral conduct, enhancing their sense of social responsibility and historical mission, preparing them to be morally sound builders and successors of socialism. Additionally, red culture is a synthesis of theory and practice, offering lessons in innovation and resilience from revolutionary leaders. These lessons help students improve their innovation and practical skills, giving them a competitive edge in their future careers. Ultimately, the goal of red culture education is to cultivate socialist citizens with a strong sense of social responsibility and collectivism. Immersed in red culture, students not only improve their personal qualities but also strengthen their commitment to society, actively participating in public welfare and volunteer activities, thus becoming key contributors to a harmonious society.

## **2.3 The Value of Red Culture in Supporting the Improvement of University Students' Ideological and Political Quality**

Red culture plays a crucial role in enhancing the ideological and political quality of university students, offering significant value in several key areas. It helps students build a correct worldview, outlook on life, and values while also reinforcing their political stance and ideological understanding.

### **2.3.1 Red culture strengthens ideological guidance and solidifies students' political positions.**

In an era where university students are exposed to diverse social ideologies and information, red culture offers the historical experience and ideological wisdom of the Communist Party of China, helping students better understand the Party's history, appreciate its spirit of struggle, and resist incorrect ideologies like capitalism and populism. This, in turn, solidifies their commitment to socialism with Chinese characteristics.

### **2.3.2 Red culture fosters patriotism and social responsibility among students.**

It embodies revolutionary spirits and traditions like patriotism, collectivism, and heroism, which serve as vital resources for nurturing students' love for their country and their commitment to serving society.

### **2.3.3 Red culture enhances students' cultural confidence and overall quality.**

It deepens their appreciation for China's traditional and revolutionary cultures, boosting their cultural and national confidence. Additionally, it contributes to their psychological, moral, and cultural development, improving their overall personal and social adaptability.

### **2.3.4 Red culture drives innovation in ideological and political education.**

By integrating red culture into educational practices, universities can enrich the content and methods of ideological education, making it more engaging and effective, thereby advancing both theoretical and practical innovations in this field.

## **3. THE LOGIC OF RED CULTURE IN IMPROVING UNIVERSITY STUDENTS' IDEOLOGICAL AND POLITICAL QUALITY**

### **3.1 Theoretical Logic**

### 3.1.1 The Guidance of Marxism in Red Culture

Red culture, as the spiritual wealth shaped by the Communist Party of China through revolution, construction, and reform, embodies the core principles of Marxism. Marxism, the guiding ideology of the Communist Party of China, is also the essence of red culture. Its focus on historical materialism and dialectical materialism laid the groundwork for the development of red culture. Throughout the Chinese revolution, Marxism provided not only theoretical support but also practical direction for the Party's struggles. The Jinggangshan Spirit, Long March Spirit, and Yan'an Spirit are specific expressions of red culture, through which Marxism has been validated and expanded across China. These revolutionary spirits are more than historical records—they are integral to the national ethos, inspiring countless Chinese people in their pursuit of national independence, prosperity, and people's well-being. By promoting these spirits, red culture fuels the momentum of socialist construction in the new era, driving the continuous rejuvenation of the Chinese nation. For university students, engaging with red culture enhances cultural confidence and solidifies their belief in the path, theory, system, and culture of socialism with Chinese characteristics. Marxism, as the foundation of red culture, strengthens this confidence with its scientific basis and revitalizes it for modern times. During the revolution, Marxism guided the development of red culture; today, it continues to steer its evolution. This theoretical steadfastness and practical guidance empower red culture to maintain its vitality and appeal in a changing society, making it a key resource for ideological and political education, and inspiring students to take on historical missions and contribute to the new era.

### 3.1.2 The Advocacy of Red Culture in Xi Jinping's Cultural Thought

General Secretary Xi Jinping has emphasized that "cultural confidence is a more fundamental, deeper, and enduring force in the development of a nation." Strengthening confidence in the culture of socialism with Chinese characteristics is therefore crucial to fostering cultural prosperity and ensuring that the Chinese nation remains strong on the global stage. Red culture education plays a vital role in achieving this cultural confidence. Xi Jinping's cultural thought underscores the importance of innovating red culture to align with the needs of modern society. He advocates for revitalizing red culture by updating its content and forms to make it more relevant to contemporary life and society. In practice, this includes initiatives that bring red culture into schools, communities, and rural areas, helping to spread and embed red culture more deeply among the people. These efforts not only strengthen the public's cultural identity and pride but also ensure that red culture continues to thrive in the new era, providing essential spiritual support for the socialist cause. The ultimate aim is to enhance cultural confidence and national identity, fostering a deep connection to the Party and the state, and inspiring the people to contribute to the realization of the Chinese Dream and the great rejuvenation of the Chinese nation.

### 3.1.3 The Roots of Chinese Traditional Culture in Red Culture

Chinese traditional culture, with over five thousand years of history, has formed a unique spiritual core, encompassing values such as "benevolence, prioritizing the people, integrity, justice, harmony, and unity." These values are deeply ingrained in the Chinese nation and have become integral to red culture. Core principles of red culture, like putting the people first, collectivism, and social justice, are directly rooted in these traditional values and have gained new relevance in contemporary contexts. For example, the spirits of the Long March, the Anti-Japanese War, and the War of Liberation exemplify the resilience, unity, and selflessness emphasized in Chinese culture. These spirits, formed during revolutionary struggles, are crucial expressions of the Chinese national ethos, embodying collective wisdom and strength. Through the promotion and inheritance of red culture, these spirits have been revitalized in the modern era, providing strong motivation for the rejuvenation of the Chinese nation.

Red culture played a pivotal role during the revolutionary period and continues to be a guiding force in building socialism with Chinese characteristics today. This culture not only inherits and promotes the essence of traditional Chinese culture but also innovates and evolves in line with contemporary needs. Since the 18th National Congress, General Secretary Xi Jinping has emphasized the importance of adapting red culture to modern conditions, ensuring its relevance and vitality. Throughout its history, the Communist Party of China has consistently integrated Marxist principles with China's realities and traditional culture, creatively developing red culture. This integration not only preserves the essence of traditional Chinese culture but also infuses it with new meaning, enhancing its relevance and vitality. Red culture thus demonstrates the power of Marxism while carrying forward the spiritual legacy of the Chinese nation, driving the great rejuvenation of China. In the new era, red culture continues to guide the development of socialism with Chinese characteristics, promoting cultural confidence and national progress.

### 3.2 Practical Logic

#### 3.2.1 Ideological Guidance for Fulfilling the Moral Education Mandate in Universities

Firstly, fostering virtue through education is a key mission and fundamental objective of China's higher education in the new era. General Secretary Xi Jinping has repeatedly emphasized that "the central task of education is to cultivate virtue, integrating ideological and political work throughout the entire educational process to achieve comprehensive and holistic education." Since the 18th National Congress, the central government has prioritized ideological and political education in universities, issuing numerous policies that provide a strong theoretical and policy framework for this mission.

Secondly, the ideological and political courses are crucial for achieving the goal of fostering virtue through education. In a discussion with ideological and political theory teachers, Xi Jinping pointed out that "the role of these courses is irreplaceable, and the responsibility of their teachers is immense." Universities should leverage these courses as the primary platform to incorporate Marxist theory and the theoretical system of socialism with Chinese characteristics into the curriculum, guiding students in establishing a correct worldview, values, and outlook on life. Through systematic education in ideology and politics, students can strengthen their beliefs and enhance their political and moral development.

Thirdly, fostering virtue through education is a shared responsibility, not only for teachers of ideological and political theory but for all university staff. Universities should build a comprehensive education system that involves all staff and spans the entire educational process, creating a collaborative environment for education. Every course must contribute by integrating ideological and political education into its content, ensuring that this education aligns and reinforces the work done in dedicated ideological and political courses.

Finally, universities should emphasize the role of cultural education, using a variety of campus cultural activities to boost students' cultural confidence and moral development. Activities such as themed events on red culture and patriotism can help students better understand the history of the Communist Party of China, appreciate the revolutionary spirit, and embrace the values embedded in red culture.

#### 3.2.2 The Urgent Need to Counter the Influence of Negative Western Ideologies

In the era of globalization, cultural exchanges and conflicts have become increasingly frequent and complex. Western ideologies and lifestyles have permeated Chinese society through various channels, profoundly influencing the thoughts and values of university students. Ideologies like individualism, hedonism, and materialism often clash with China's collectivism and socialist core values. In this context, it is crucial to counter the influence of harmful Western ideologies while preserving and promoting China's traditional culture and red culture. These harmful ideologies can lead some students to lose their ideals and beliefs, affecting their values and behavior. General Secretary Xi Jinping has consistently emphasized the importance of prioritizing education on ideals and beliefs in ideological and political work, guiding students to establish a correct worldview, outlook on life, and values. Red culture, embodying firm ideals and noble values, can enhance students' political identity, strengthen their convictions, and shield them from the negative influence of Western ideologies.

A key strategy in resisting these harmful influences is to bolster students' cultural confidence. Cultural confidence is vital for a nation's development. Red culture, as a significant part of the culture of socialism with Chinese characteristics, deeply reflects the spiritual aspirations and values of the Chinese nation. By enhancing red culture education, students can gain a deeper understanding of the Communist Party of China's historical struggles and achievements, fostering pride and confidence in Chinese culture. This cultural confidence not only helps to resist external harmful ideologies but also ensures that students maintain cultural independence and self-respect in a globalized world.

#### 3.2.3 The Contemporary Mission of Cultivating Well-Rounded New Generations

The new era of socialism with Chinese characteristics requires the cultivation of well-rounded talents who are developed morally, intellectually, physically, aesthetically, and in their labor skills. This is a fundamental and strategic task for achieving the great rejuvenation of the Chinese nation. General Secretary Xi Jinping, in his report at the 20th National Congress of the Communist Party of China, emphasized the need to provide education that satisfies the people, fully implement the Party's education policies, and fulfill the fundamental task of fostering

virtue through education. The goal is to develop well-rounded socialist builders and successors, focusing not only on academic knowledge but also on moral character, physical and mental health, aesthetic appreciation, and labor skills.

Moral education is paramount, enhancing political literacy, which is essential for the new generation. To undertake the mission of national rejuvenation, young people need strong political beliefs and correct values. Universities should combine Marxist theory education with red culture education to strengthen students' political identity and ideological literacy.

Promoting science and education enhances innovation capacity. Xi Jinping has emphasized that "Science and technology are the primary productive forces, talent is the primary resource, and innovation is the primary driving force." In the new era, universities must focus on cultivating students' innovation abilities, nurturing high-quality talents with creativity and practical skills. This includes increased research investment and fostering a robust academic environment to inspire student research and innovation.

Physical and mental health, alongside aesthetic cultivation, are crucial. Well-rounded individuals should not only possess strong moral character and skills but also maintain physical and mental well-being and an appreciation for the arts. Universities should enhance physical and aesthetic education, encouraging good habits and a well-rounded personality. Through sports and aesthetic courses, students can improve their physical fitness, psychological health, and artistic appreciation.

Labor education instills a spirit of hard work, essential for comprehensive development. Xi Jinping has stressed the importance of promoting the spirit of labor among youth, encouraging respect and love for work. Universities should incorporate labor education into their curriculum, fostering practical skills and a strong work ethic through hands-on labor activities. This helps students appreciate the value of labor, building perseverance and teamwork.

#### **4. STRATEGIES FOR ENHANCING UNIVERSITY STUDENTS' IDEOLOGICAL AND POLITICAL QUALITY THROUGH RED CULTURE**

##### **4.1 Strengthening the Ideological Leadership of Red Culture in Improving University Students' Ideological and Political Quality**

Red culture, developed by the Communist Party of China during its prolonged revolutionary struggle and socialist construction, is a crucial resource for ideological and political education in universities. To effectively harness its guiding role, universities should integrate the core elements of red culture into ideological and political theory courses, making these courses more engaging and impactful. Utilizing resources such as revolutionary literature, historical events, and stories of heroes, universities can organize lectures, reading sessions, and seminars to spark students' interest in red culture and deepen their understanding of Marxist theory and the Party's core principles.

Additionally, red culture plays a vital role in fostering students' ideals and beliefs. Through education in red culture, students can develop a strong commitment to communism, strengthen their political identity, and enhance their sense of responsibility. Red culture's enduring influence can subtly shape students' values and perspectives. Thus, universities should emphasize the guiding role of red culture throughout the entire process of ideological education, aiming to improve students' ideological and political quality and cultivate well-rounded socialist builders and successors for the new era.

##### **4.2 Uncovering the Practical Educational Value of Red Culture in Improving University Students' Ideological and Political Quality**

The practical aspect of red culture education lies in engaging university students with revolutionary ideals through hands-on activities, thereby enhancing their ideological and political awareness. Revolutionary sites, memorials, and historical reenactments provide dynamic platforms for historical learning. Universities should regularly arrange student visits to these places to immerse them in the experiences of revolutionary heroes, fostering a deeper sense of patriotism and social responsibility. Moreover, participating in red-themed social activities such as volunteer work, public service, and educational tours allows students to apply their knowledge practically while developing teamwork and problem-solving skills. John Dewey's "learning by doing" theory highlights that experiential learning enables students to better comprehend and internalize knowledge. This approach is particularly effective in red culture education, where students can internalize the core values of red culture through



direct experience, integrating them into their personal beliefs and actions. This "knowledge-action integration" approach has proven effective in enhancing students' political and ideological qualities, fostering innovation, and preparing them to be well-rounded contributors to society.

#### **4.3 Enhancing the Cultural Immersion Impact of Red Culture in Improving University Students' Ideological and Political Quality**

Red culture plays a pivotal role in shaping the ideological and political quality of university students by deeply influencing their thoughts and behaviors. The revolutionary spirit and heroic deeds embodied in red culture can have a lasting impact through various dissemination methods. Universities should focus on fostering a strong red culture environment by establishing dedicated corners for red culture, hosting exhibitions of red-themed books, and displaying themed bulletin boards. This creates an omnipresent red culture atmosphere that subtly shapes students' values and perspectives on life. Additionally, engaging students in diverse red culture activities, such as themed lectures, book discussions, film screenings, and cultural performances, helps strengthen their sense of identity and connection with red culture. These activities, enriched by vivid stories and inspiring deeds, ignite students' patriotism and social responsibility. Jerome Bruner, an American educational scholar, highlighted in his cultural education theory that culture is transmitted through individual experiences in social contexts. Universities should leverage this theory to enhance the spread and depth of red culture education. Furthermore, by integrating modern information technology and utilizing new media and digital platforms, universities can develop online repositories for red culture resources, thereby extending the reach and influence of red culture education. These initiatives enable red culture to more effectively permeate students' minds, elevate their ideological and political awareness, and prepare them to become a new generation with firm ideals and a strong sense of social responsibility.

#### **4.4 Maximizing the Use of Digital Platforms for Red Culture in Improving University Students' Ideological and Political Quality**

In the new era, effectively utilizing digital platforms to enhance the ideological and political education of university students and maximize the educational impact of red culture is crucial. Universities can leverage new media platforms like WeChat, Weibo, and Douyin to share articles, short videos, and interactive content related to red culture, thereby increasing its appeal and influence. These platforms allow students to engage with the core aspects of red culture at any time, subtly strengthening their patriotism and social responsibility. As noted by scholars such as Kietzmann et al., social media's role in education significantly boosts engagement and learning outcomes. This concept is equally relevant to the digital dissemination of red culture, where social media's interactivity and rapid dissemination can significantly amplify its influence. Research indicates that digital media plays a crucial role in promoting red culture and conducting ideological and political education, which in turn enhances students' cultural confidence and overall competencies. Furthermore, by developing online courses and virtual reality (VR) projects centered on red culture, students can experience revolutionary history firsthand, deepening their understanding of the red spirit. Studies suggest that hands-on practice and immersive experiences enable students to better grasp and internalize knowledge. This approach is particularly effective in the digital dissemination of red culture. Additionally, establishing digital museums and databases dedicated to red culture, filled with rich textual, audio, and video materials, empowers students to independently explore and research, fostering greater interest and connection to red culture. Digital methods not only broaden the reach of red culture but also enhance its educational effectiveness, ultimately nurturing a new generation of students with firm ideals and a strong sense of social responsibility.

### **5. CONCLUSION**

The inheritance of Red Culture is not only a reflection on the glorious history of the past but also plays a crucial role in shaping and inspiring the ideological and political quality of contemporary youth. In the context of the new era, Red Culture's educational significance extends beyond classroom theory; it must be integrated into the daily lives of young university students through digital dissemination and other modern methods, gradually becoming a source of subtle spiritual nourishment. The value of Red Culture lies in the faith it inspires—an enduring faith that transcends time and space, guiding contemporary youth to firmly uphold their ideals. This faith empowers them to take on the great mission of national rejuvenation amid a complex social environment. Thus, continuous innovation in the dissemination and education of Red Culture is essential, not only for ideological and political education but also as a spiritual driving force for achieving the great rejuvenation of the Chinese nation. Allowing

Red Culture to flourish with renewed vitality in the new era will undoubtedly provide an inexhaustible source of spiritual motivation for cultivating a new generation ready to shoulder the responsibilities of national rejuvenation.

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