

Research on Red Culture Education on University Campuses in the New Era: Taking Universities in Sichuan as An Example

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Abstract: *Universities are the hall of knowledge and the cradle of nurturing future talents. Red culture, as the unique cultural symbol of the Chinese nation, plays an irreplaceable role in the cultural development of universities. This paper conducts research and discussion on red culture education in Sichuan universities based on a preliminary questionnaire survey conducted on university students. It explores the achievements and deficiencies, and provides suggestions and strategies for universities to better help students to inherit the red gene, so as to provide practical references for strengthening red culture education in universities in other regions.*

Keywords: new era; universities in Sichuan; red culture; campus education.

1. INTRODUCTION

The color of red has long been endowed with unique cultural connotations in Chinese history which mainly represents festiveness, auspiciousness, authority, passion and fighting spirit. Red connected with revolution has formed the "red culture" with Chinese characteristics, which refers to the comprehensive system of advanced culture formed on the basis of constantly selecting, integrating and synthesizing excellent cultural thoughts at home and abroad under the leadership of the Communist Party of China during the long-term revolutionary and construction practice of the Chinese people[1]. It is the precipitation and condensation of the glorious revolutionary history, lofty spirit and fine traditions of our Party, and is the most precious spiritual wealth of our Party. Red culture is also a very important part of campus cultural development in universities which is an important content of ideological and political education, and of great significance in guiding students to establish correct world outlook, outlook on life and cultivating socialist builders and successors.

At present, China is at a crucial historical period for building a modern socialist country in an all-round way. Economic, political, cultural and other reforms are deepening constantly, and various social contradictions and problems keep emerging. How to strengthen red culture campus education and improve the effectiveness of education has become an important issue faced by universities. Through research, we can have an in-depth understanding of the existing problems and causes of campus red culture education at present, so as to explore effective solutions and provide scientific basis for universities to strengthen red culture education. At the same time, it can also provide useful references for other universities to cultivate more young people with ideals, morals, culture and discipline in the new era.

2. THE SIGNIFICANCE OF STRENGTHENING RED CULTURE EDUCATION IN UNIVERSITIES

2.1 Cultivating patriotism and promoting ideological education

In the new era, strengthening red culture education in universities is conducive to promoting the construction of ideological and political education. Universities are the cradle for cultivating future talents. Red culture education here can better guide students to form correct values and ideological views. Young college students are in the critical period of growth and development. Their ideological and political literacy is extremely important for personal development and social progress. As red culture has a strong sense of times and profound historical background, carrying out publicity and education activities of red culture among college students, such as explaining revolutionary stories, visiting revolutionary bases, holding red culture exhibitions, etc., can enhance their understanding of revolutionary history and the Party's journey, make students deeply feel the charm of red culture, arouse patriotism and strengthen revolutionary spirit, enhance students' historical, national and world outlooks, and strengthen their feelings of loving the motherland and people. It cultivates their correct political

stance and moral character, and further enhances their sense of historical responsibility for the cause of national rejuvenation. Therefore, red culture is a precious resource for universities to carry out ideological and political education for college students. Universities should fully recognize the importance of red culture in the ideological and political education of college students. Through various ways and forms, continue to explore the connotations and values of red culture, innovate educational methods, and promote the construction of ideological and political education.

2.2 Cultivating moral characters and fostering moral values

In recent years, with the development of society and the diversification of people's ideological concepts, strengthening red culture education in universities is of great significance for promoting the all-round development of people. Firstly, strengthening red culture education is conducive to cultivating students' noble moral character and good behavior habits. Red culture contains rich ideological connotations and moral values, and carries forward the lofty revolutionary spirit and humanistic spirit. Nowadays, some college students often show weaknesses in psychology, misconduct, etc. when facing various difficulties and pressures. Learning red culture enables college students to understand the noble qualities and strong will of the martyrs, think deeply about the value and meaning of life, enhance their sense of social responsibility and moral values, and cultivate their patriotic spirit, collective spirit and dedication, so as to improve their moral standards and self-discipline.

Secondly, strengthening red culture education helps to guide and educate college students to establish firm ideals and convictions. Today's social values are unstable, ideological concepts are diversified, and some college students are confused about their own values and lack clear plans for their life goals. Strengthening red culture education can enable them to have critical thinking and humanistic care by learning the Party's revolutionary history and heroes' deeds, to reflect on the struggle course and goals of the Communist Party of China, so as to establish their own ideals and convictions, improve their overall quality and competitiveness, and promote the harmonious and all-round development of young people in terms of moral character, ideals, and comprehensive quality[2].

2.3 Inheriting historical and cultural heritage to enhance cultural confidence

China is a country with a long history and rich historical and cultural heritage. This heritage is not only the results we created in the past, but also the spiritual wealth that we must adhere to and inherit on the road ahead. As a nation with a long history and splendid civilization, we should have sufficient confidence and sense of pride in ourselves. However, under today's social background, some young people have shown problems like "Western supremacy" and "domestic resistance" due to various factors. Strengthening red culture education in universities can guide them to re-examine and understand the unique path, successful model, and ideological system formed by the outstanding achievements made by China under the leadership of the Communist Party of China since modern times. Enable students to better recognize and understand the profound emotional and value system formed between their own country, nation and people, and draw wisdom, enlightenment and strength from it.

In today's rapidly changing and diversified world, maintaining cultural confidence is crucial for a country's future. Strengthening red culture education can enable students to deepen their understanding and identification of traditional culture, and more consciously affirm and inherit Chinese traditional culture, and cultivate a sense of pride and self-confidence in their own culture. At the same time, it improves their cognition and inheritance ability of traditional culture, and promotes the traditional Chinese fine culture to show new vitality in the new era.

3. THE ACTUALITY OF CONTEMPORARY CAMPUS RED CULTURE EDUCATION

3.1 Education facilities built up with active response

In recent years, universities in Sichuan have actively responded to red culture education demand and are committed to building professional education teams. It is reflected in the degree to which universities have strengthened the construction of education teams and established special research centers, research associations, research institutes, etc[3]. The School of Marxism of Sichuan University and the Hongyan Connection Management Center jointly established the Hongyan Spirit Sichuan University Research Center. The establishment of this center promotes the reform and innovation of ideological and political theory courses in Sichuan University and provide more diverse ideological and political courses for SCU students. In addition, it has formed a strong alliance with the Chengdu Memorial Hall of Comrade Xiaoping, jointly initiating the establishment of the Collaborative Research Center of

Revolutionary Cultural Relics. This museum-university collaboration to strengthen the sharing of red culture will surely promote the development of red culture education in universities to deeper levels and wider fields. In 2019, Sichuan Minzu College established the Ganzi Red Culture Research Center, the first academic institution dedicated to the study of relevant issues of Ganzi red culture. It has now formed three research directions and teams of "Red History and Culture", "Red Culture Inheritance and Promotion" and "Red Culture Resource Development, Utilization and Regional Development", with social influence growing steadily. In 2012, at the invitation of Chen Yi's alma mater, the address of the Chen Yi Research Association was relocated to Chengdu University of Technology. The Research Association and the universities complement each other's advantages and have made tremendous efforts to carry forward Chen Yi's spirit and inherit the red gene. In addition, there are also Sichuan University's "Sister Jiang Class", Sichuan University's Wu Yuzhang College, Southwest Jiaotong University's Mao Yisheng College, Bazhong Vocational and Technical College's Hongse Lian, etc. They are positive responses of universities to continuously advance the campus red culture construction, take root red culture in the red soil of Bashu, and promote the inheritance and development of red culture on campus.

3.2 Continuous improvement of theoretical research

In recent years, universities in Sichuan have continuously organized experts and scholars to carry out related seminars and academic forums, and have carried out special research projects, which have profoundly promoted the research and exchange of red culture theories. In order to deeply explore the red resources in Sichuan and Chongqing regions, the research group of Sichuan University's major project "Research on the Integrated Development of Red Culture Resources in Chengdu-Chongqing Region" led by Professor Liao Ning conducted a research activity in Rong County, Zigong City, Sichuan Province in May 2022, contributing to the publicity of local red resources and building beautiful red villages. On November 4, 2022, the 4th Red Culture Academic Summit and the Academic Seminar on "Revitalization and Development of Old Revolutionary Base Areas and Youth Responsibility" was held in Dazhou, the hinterland of the Shaanxi-Sichuan Revolutionary Base Area. Nearly 100 expert representatives from the Party Literature Research Center of the CPC Central Committee, the Party School of the CPC Sichuan Provincial Committee, Sichuan Academy of Social Sciences, Sichuan Research Center for the Development of Old Revolutionary Base Areas and many colleges and universities in Sichuan conducted a series of exchanges and research around the theme of red culture. With the guidance of the spirit of the 20th National Congress of the Communist Party of China, the seminar focused on the theme of "Revitalization and Development of Old Revolutionary Base Areas and Youth Responsibility", and through extensive and in-depth exchanges, further clarified the research and development direction of red culture in Sichuan in the new era.

With the continuous improvement and deepening of theoretical research, Sichuan universities have formed an institutionalized mechanism for compiling and publishing red culture works. These works contain content in multiple aspects such as historical background, major events, martyrs' deeds, etc. of red culture. Such as Sichuan University's 13 series books of SCU Martyrs, Development and Utilization of Red Culture Resources in Sichuan, The Immortal Merits Dyed in Vermilion and Green - Collection of Propaganda Fine Arts Works of the Red Army in the Shaanxi-Sichuan Revolutionary Base Area, 10 volumes of red classic comic book series of University of Electronic Science and Technology, Red Culture Art's Era Interpretation, Multi-dimensional Perspective of Red Culture, Red Youth Motivational Journey of Southwest Jiaotong University, The Heart Spectrum of Hanqing: Red Archives of Sichuan Agricultural University, etc. The work of compiling and publishing red culture works is constantly deepening and expanding in universities in Sichuan. These academic studies are not only conducive to deep understanding of the historical origins and practical significance of red culture, but also promote innovation and application of red culture research methods. The research of red culture theory has been actively promoted and improved.

3.3 Integrating red culture education into curriculum system

Universities in Sichuan pay attention to the organic integration of red culture education and academic disciplines, combining the red spirit with academic knowledge, compiling red textbooks, and carrying out relevant special lectures. Sichuan Tourism College has built a solid foundation of red culture and vigorously promoted the integration of red culture into the construction of ideological and political courses. In the fall of 2017, the college offered the public elective course "Red Sichuan" for all students. In 2020, the "Red Sichuan" course was evaluated as one of the first batch of demonstration courses for ideological and political theory in Sichuan Province. Starting from the 2022 grade, the course has become a public compulsory course. In addition, it has formed partnership with the Schools of Marxism of Southwest University of Finance and Economics and other 4 universities inside and outside the province to jointly promote the construction and reform of "ideological and political theory"

courses. It also continues to strengthen cooperation with Sichuan Cadre College of the Long March, Xiaoping Cadre College, etc., to maximize the role of red resources in ideological education and value guidance[4]. Sichuan University promotes cultural education through school history. It offers "Sichuan University's History and Culture", the earliest and most influential school history course in China, as an elective course for all students, and publishes the first textbook of school history course in China, "Sichuan University: History, Spirit and Mission". On the basis of special research on school history, dozens of books on school history have been published and distributed free of charge to students. At the same time, the spirit of Sister Jiang has been integrated into the demonstration course of "Outline of Modern Chinese History" on ideological and political theory. Chengdu University of Technology has organically integrated "Chen Yi's spirit" and his patriotic ideological thoughts into the teaching reform of "ideological and political courses" in professional courses. For example, the course "Situation and Policy" offers special lectures on "Chen Yi's Spirit and Socialist Core Values" for freshmen, which enriches the forms of teaching practice. Integrating red culture education into academic education can not only enable students to combine the spiritual connotations of red culture with academic knowledge to form a comprehensive thinking mode and values, but also enriches the means of disseminating red culture and achieves continuous development of the education system.

3.4 Diversified education forms and enriched education content

In order to promote the inheritance and development of red culture education, universities in Sichuan have adopted various approaches. First of all, all universities have carried out diversified red-themed activities such as literary and artistic creation, special lectures, special contests, social practice, etc. Sichuan University's red dramas "Ode to Sister Jiang", "Waiting for Release", "Sister Jiang at SCU", CPC history story short films "Red Plum Blossoms", "Looking for Sister Jiang - Studying at SCU", "Tempered by Flames - The Founding and Development of CPC Organizations at Sichuan University"; Southwest University of Science and Technology's red classic dramas "Heroes and Monuments", "National Spirit", "A Lifetime"; short film "Red Mountain" by Chengdu University of Technology; original red drama "Honglaimeiduo" by Sichuan College of Arts and Crafts, etc., have all received enthusiastic responses.

In addition, the lectures organized by universities include special lectures on CPC education for college students, interviews with veteran CPC members and special lectures, publicity events of red exemplars entering universities, voluntary service activities for Learning from Lei Feng, etc. Special contests include storytelling competitions on "Four Histories" at Sichuan Minzu University, Hongmei Hong red memory art creation competition at Sichuan University of Light Industry and Textile, red culture classics recitation competition at Southwest University for Nationalities, red-themed activities in Sichuan 16th "Challenge Cup" at Sichuan Normal University, and so on. There are even more cases of universities organizing social practice and field teaching to carry forward red culture. For example, "Check-in Red Landmarks" activity at Southwest Petroleum University, "Finding Red Memories" activity at Sichuan Agricultural University, "Visiting Heroes' Footprints and Recalling Revolutionary Spirit" activity at Sichuan University, red-themed educational practice activity in Zunyi by Chengdu University of Information Technology, and so on.

4. DEFICIENCIES IN CONTEMPORARY CAMPUS RED CULTURE EDUCATION

In the preliminary questionnaire survey conducted by students of a polytechnic university in Chengdu as the main research object, it was found that many students believed that there were still some problems in the red culture education on campus at present. 28.8% of the students thought that the educational methods were outdated and dull; 28.1% believed that the campus education emphasized theory and neglected social practice; and the last was that students' awareness was not high and campus publicity was insufficient. Based on the above survey results, the current problems in campus red culture education are found as follows:

4.1 Theory-oriented educational forms

In current campus red culture education, the traditional teaching methods mainly focus on lecturing and indoctrination, students passively accept knowledge, and lack opportunities for active thinking and practice. As a practice-oriented culture, red campus culture should pay more attention to cultivating students' practical ability, enabling them to apply knowledge to real life and solve practical problems. In the educational process, students should be given more opportunities for practice, allowing them to participate in practical activities of red culture, and improve their hands-on ability and innovative thinking. In addition, theoretical teaching often emphasizes imparting and memorizing knowledge, while paying insufficient attention to students' actual needs and interests.

Schools should pay attention to tap students' personality characteristics and potential, adopt diversified teaching methods such as project-based learning and practical internship, stimulate students' enthusiasm and initiative for learning, and enable them to develop comprehensively through practice.

4.2 Lack of innovation in education means

Some universities' red culture education methods are too traditional, without making full use of modern technology and educational tools. With the development of information technology, education methods should also be innovated accordingly. At present, most red culture education methods applied are confined to the level of traditional classroom teaching and paper textbooks, lacking attractiveness and interactivity by effectively combining with new technologies and multimedia. In addition, red culture education methods often neglect the importance of practice and experience. The spirit of emphasizing practice and practical action in red culture tradition is often neglected in the education process. Students are only required to remember red history and theories, but cannot truly experience and feel the value and connotations of red culture.

5. EFFECTIVE APPROACHES TO BUILDING CAMPUS RED CULTURE EDUCATION

Based on the analysis of the current situation and deficiencies, the model of red culture education should be optimized, involving various student activities, scientific research projects, skill contests to create a strong atmosphere for guiding college students to inherit red genes, so as to promote in-depth ideological and political education, arouse students' interest and love for red culture, improve students' initiative in participating in red education, and enable red culture to be better inherited and carried forward.

5.1 Modern technology to innovate ways of expressing red culture

According to the student questionnaire survey, in daily life, the largest number of students understand red culture through mobile phones, computers and other online platforms, accounting for 30.9%. Followed by understanding through visiting red tourism attractions, while the number of people who understand through school education ranks third, accounting for 22.2%. Therefore, universities in Sichuan can make use of modern technology and multimedia tools to develop innovative red education resources, such as virtual reality, social media platforms, online platforms built by schools, digital exhibition halls, online themed activities, etc., to provide richer and more diverse teaching content and experience methods.

For example, Sichuan College of Communications Information Technology has built 6 digital museums including Hongjun City in Wangcang, Changxi Red Army Ferry, and Mumen Meeting Site, by integrating and utilizing revolutionary relics such and many revolutionary predecessors in Guangyuan City. It has created a large red digital education platform. In addition, through virtual reality technology to achieve "situational simulation + interactive experience", it restores the scene of the Red Army soldiers bravely fighting to seize positions. In 2018, Sichuan Tourism College launched the WeChat official account "Bashu Hongyan", held "Hongyan Lectures", promoted the "100,000, 100" project (100 red boutique scenic spots and tourist attractions interpretation, 1,000 red micro videos) to publicize and popularize the red culture of Sichuan. Student Ya-wen Pan of Sichuan Normal University went to many heroic hometowns such as Suining, Deyang, Mianzhu, Sichuan Province for on-site visits and created short videos. She founded the column "Ya-wen Telling Stories", which has been updated for more than 290 episodes with over 7 million views, bringing those little-known heroic stories to more young people.

5.2 Strengthening home-school cooperation

At present, red culture education in various universities is mostly lead by the school, while red culture education at home is also very important. Parents' active participation and support play an important role in students' red culture education, which is conducive to forming a good joint force of school-family education and promoting in-depth development of red culture education.

First of all, universities can cooperate with families to carry out family red culture inheritance activities. For example, organizing parents and students to visit red sites, memorial halls, revolutionary red bases together; holding family activities, family red culture exhibitions, red culture sharing meetings on red themes, etc., encouraging students to participate with their families, so as to promote students' emotional investment in and understanding of red culture through personal experience and interaction. Secondly, families and schools can

interactively build red education platforms. Universities can invite parents and veterans with red story backgrounds to share red stories on campus or on platforms. Parents can provide first-hand experience or red elements in family history as part of teaching resources to help students understand red culture more deeply and promote exchanges and mutual enlightenment on red education between schools and families.

5.3 Improvement on the red culture education mechanism

More red culture courses can be set up based on local features. Cooperation with red culture research institutes and red base departments should also be strengthened. In terms of teaching forms, diversified ways of teaching can be adopted to increase interactivity and students' sense of participation. Sichuan University, with over 120 years of schooling history, has profound red cultural heritage. With the "typical example of the Chinese revolution" Martyr Jiang Zhuxun (Sister Jiang) as the foothold, Sichuan University has included Sister Jiang's spirit into the talent training programs of general education courses, professional courses, and practical courses [5], taking "outline" courses as the basis, first to open the "four history" course, each ideological and political theory course tells good red stories from aspects such as moral cultivation, theoretical origin, and implementation requirements, forming the ideological and political theory course system of "SCU red". In addition, the school has deeply integrated red culture into the second and third classrooms, forming a mechanism for creating red art works using various art forms such as theme songs, dances, dramas, fine arts exhibitions, concerts to show the charm of red culture. These courses and projects have not only cultivated students' feelings for red culture and theoretical literacy, but also promoted students' in-depth understanding and experience of red culture through practice and interaction, achieving effective inheritance and development of red education.

5.4 Integrating into social practice

Encouraging students to integrate into social practice can not only broaden students' horizons and enrich their life experience through dialogue with the spirit of revolutionary martyrs, but their practical experience can also cultivate students' independent thinking, teamwork, and social communication skills, enhancing their comprehensive quality. In recent years, there have been increasing cases of universities organizing social practice such as summer rural service, volunteer activities, patriotic practical activities and other field teaching. In 2021, Sichuan University organized students to participate in the "Follow the CPC Forever and Strive Ahead in the New Era" summer social practice activity in Zunyi, which deeply explored and inherited the red spirit of the Zunyi Meeting, and experienced and understood the value and influence of red culture in person. The "Zhizhou Team" of Chengdu University of Software went to Hongse Zhongxing National Defense Education Base to carry out research and study activities. Through interviewing veterans of the War to Resist US Aggression and Aid Korea Lan Youhui, visiting the red history museum, situational performances, etc., students were moved by the heroic deeds of saving the nation from peril, and deeply inspired by Mao Zedong's spirit of "serving the people".

5.5 Cooperation with red areas to form school-region linkage mechanism

As one of the important places of origin of Chinese red culture, Sichuan has a profound red cultural foundation and rich and diverse red resources, with more than 3,200 red tourism resources distributed in 17 prefecture-level cities and 3 autonomous prefectures, featuring unique geography. Therefore, universities can strengthen cooperation with red areas in Sichuan, and further promote the development of red education and the excavation of precious red treasures in Sichuan by sharing red resources. Western Sichuan is an important place for red culture, with many red army monuments and red cultural sites. Students can be organized to visit red cultural sites and conduct field trips, so that students can have an in-depth understanding of the red culture in western Sichuan, and stimulate students' artistic creativity and expression ability through art forms such as Red Army songs and red poetry.

Colleges and universities can provide support for educational resources to the red areas of Sichuan. Many colleges and universities have rich historical research and teaching resources, which can help Sichuan's red region to establish a more systematic and comprehensive red education system. At the same time, colleges and universities can organize students to carry out field investigations and research in red cultural areas, and send excellent teachers to teach in red areas, carry out mutual visits between teachers and students, discipline research and other activities to increase the depth and breadth of red education. Liangshan Yi Autonomous Prefecture in Sichuan Province was one of the important battlefields during the War of Resistance Against Japan, and the Yi people actively participated in the national liberation struggle and made important contributions. Excavating this history, students can introduce the heroic deeds of the Yi people in Liangshan in the Anti-Japanese War through interviews,

exhibitions and field trips, and enhance students' knowledge and understanding of Yi culture and the history of the Anti-Japanese War.

6. CONCLUSION

In summary, under the background of the new era, strengthening red culture education in universities is of great significance for inheriting historical and cultural heritage, cultivating patriotism, and enhancing cultural confidence. Red culture is a powerful spiritual force to promote the great rejuvenation of the Chinese nation. Campus red culture education in universities is an ideological battlefield. To this end, universities should make full use of their own resources and advantages, integrate red culture into their internal management, schooling ideas and various activities, and continuously explore and improve relevant policies and measures to strengthen the dissemination and research of red culture, strive to cultivate talents with patriotic feelings and cultural confidence, and help them become young people of the new era with social responsibility and enterprising spirit, and contribute their strength to the great rejuvenation of the Chinese nation. At the same time, all sectors of society should attach importance to and support universities to carry out red culture education on campus, and make joint efforts to promote the inheritance and development of China's excellent traditional culture and build a culturally confident modernized China.

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