

# Exploring the Cultivation Path of Socialist Core Values Among Youth Led by Red Culture in The Context of The New Era

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**Abstract:** With its profound historical origin, unique value implication and powerful spiritual power, red culture can lead the cultivation of socialist core values for youth. In the context of the new era, promoting red culture to lead the cultivation of socialist core values meets the domestic requirements of building a strong socialist culture. Red culture is highly compatible with the scientific connotation of socialist core values, therefore, it needs to be explored from the practical paths of using red resources to gather the soul, telling red stories to promote understanding, and carrying forward red traditions to continue the bloodline, so as to help cultivate the new generation of the times.

**Keywords:** New Era, Red Culture, Youth, Socialist Core Values.

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## 1. Introduction

At the critical stage of their value formation, adolescents should strengthen the use of red culture to guide and educate, cultivate and practice socialist core values. In the current context of multiple social trends colliding with each other, emphasizing red culture to lead the cultivation of socialist core values of the majority of young people can help correct the deviations of young people on the road to growth, and has a positive significance for young people to help achieve the Chinese dream of the great rejuvenation of the Chinese nation.

## 2. Value Implications of Red Culture in Leading Youth Values Cultivation

### 2.1. Basic position: clarifying the direction of cultivating socialist core values for youth

As the main body of the future construction of socialism with Chinese characteristics, how to use the socialist core values to guide the youth, resist various undesirable factors, better play the important role of red culture, to achieve the purpose of leading the youth values, need to return to the essence of human social nature to think. Marx believed that "the essence of man is not an abstraction inherent in a single person. In its reality, it is the sum of all social relations." [1] Since human beings live in the real world, their values are influenced by reality, therefore, their concepts must reflect the real society and have a social nature. Red culture, as a symbol of history and culture and spiritual wealth, communicates the connection between history and reality. Firstly, the profound connotation of red culture provides material possibilities for transforming into leading the cultivation of socialist core values of youth. Secondly, in terms of the mutual relationship between the two, red genes contain lofty ideals and beliefs, noble moral sentiments, and in the field of values, they are highly compatible with socialist core values [2]. The red gene is the essence of red culture, with patriotism as the core and a deep revolutionary tradition. The essence of the spirit of red culture is the embodiment of socialist core values, which is an important result of combining Marxist theory with the

concrete reality of China.

### 2.2. Material foundation: providing fertile ground for the cultivation of core socialist values among youth

Youth core values cultivation not only needs theoretical foundation, but also needs realistic cultivation soil. Red culture comes from the excellent traditional Chinese culture and provides fertile soil for the cultivation of socialist core values among youth. Nowadays, red resources that highlight red culture, such as the construction of various martyrs' homes and revolutionary memorial sites, are undoubtedly a convenient and effective way to expose young people to red culture in their daily lives. Visiting the exhibition halls of the history of the Communist Party of China and promoting the normalization and long-term effect of learning and education on the history of the Party in various places are undoubtedly vivid manifestations of this way of exploring the spiritual genealogy of the Communist Party of China, which is formed by the cohesion of the red spirit. Through visiting martyrs' cemeteries, Party history memorials and heroic monuments, young people can internalize and externalize the red culture. Through red culture practice activities can deeply experience the deep spiritual connotation of red culture, and also deeply realize that red culture provides a quality carrier for the cultivation of socialist core values of youth [3], and provides material support for youth to recognize red culture and understand red culture.

### 2.3. Spiritual motivation: promote the cultivation of socialist core values spiritual cultivation

As a vibrant and energetic young generation, adolescents have an evolving inclusiveness and openness. Leading red culture in the process of shaping youth values not only helps to correct deviations in their growth path, but also helps youth to firmly establish their ideals and beliefs. Red culture has a catalytic role in the cultivation of socialist core values of youth in the formation of spiritual style. Exploring the connotation of socialist core values, red culture and socialist

core values are highly compatible in terms of cultural roots, value orientation and scientific connotation [4], which also provides a realistic possibility for their conversion. To promote the spiritual cultivation of youth socialist core values, we should, on the basis of fully understanding the powerful vitality and profound people's sentiment contained in red culture itself, fully draw on the profound spiritual connotation of red culture, enrich the spiritual inner being of youth, increase the ideal power source of youth, complete the transformation from the spiritual level to the practical goal of cultivation in the sense of the real level, and provide inexhaustible spiritual support for youth socialist core The Red Culture will provide an inexhaustible spiritual impetus for the cultivation of core socialist values among youth.

### **3. The real-life Dilemma of Red Culture Leading the Cultivation of Socialist Core Values Among Youth**

Nowadays, in the face of the world's unprecedented changes in a century, it is profoundly important to rethink the excavation of red culture, not only to help youth clarify key issues, but also to help guide them with the spiritual connotation of red culture and resist various misconceptions. It helps young people enhance their vigilance against historical nihilism, improve their ability to distinguish right from wrong, and help them grow up strong.

#### **3.1. Red resources need to be helped to protect**

Red resources, which contain the deep spiritual connotation of red culture, play an inspiring and motivating role in the process of cultivating socialist core values among young people with their scenes and concrete functions, so that young people can experience red culture in tangible and perceptible scenes. At present, there is still some room for improvement in the way red resources are used, such as the low utilization rate of red resources, the limited use of red venues, and the imperfect protection mechanism of red culture. Therefore, in transforming red resources into actual resources for cultivating socialist core values of youth, emphasis should be placed on the articulation and implementation of red resources and promoting the protection and utilization of red resources. Measures for the protection mechanism of red resources should be established to expand the audience of red resources as well as the utilization rate and conversion rate as well as on the basis of which red resources should be given protection by increasing the protection of red cultural venues as well as the matching of resource systems in red areas. This is not only conducive to the cultivation of values of youth, but also can promote the construction of local socialist spiritual civilization through the construction of scenes around the region to integrate red culture and obtain realistic scenes.

#### **3.2. Red stories need to be expanded**

Red stories show the profound red cultural core through lively story forms. At present, there are problems such as insufficient excavation of red stories, single propaganda method and narrow audience. On the premise of fully understanding the red culture, the "verticalization + flattening" mode of the Internet should be used to effectively promote and manage the red culture propaganda platform to further expand the influence of red culture. We should dig out a moving red story and expand the propaganda in a way that is popular among the people, and make use of the media to

disseminate it. Present the red stories in a rationalized way, combine the youth's willingness to accept new things and use new media and new mediums to expand propaganda. We will understand the red stories around the world, explore the ideological connotation of the red stories, better tell the local red culture stories with the help of the mode management of major platforms, expand the propaganda of the true goodness and beauty contained in the red stories through various channels, and highlight the educational function of the red stories, such as "half a quilt", "a porcelain bowl" and "a porcelain bowl". A porcelain bowl", "The golden fish hook" and other moving red stories.

#### **3.3. The pattern of red culture education needs to be strengthened to build**

Red culture education not only depends on the construction of local red culture venues, red culture propaganda, red culture classroom, but also depends on the cooperation of all aspects from society to family, forming a "trinity" of society, school and family red culture education pattern, so that young people can receive red culture from society to school, and from school to family in the We will make it possible for young people to receive the inculcation of red culture in their daily life from society to school and from school to home. Through practical activities, theoretical knowledge is combined with practice. In the process of visiting patriotic education bases, participating in social practice activities such as red studies and red festivals, and in the process of family red culture education, young people are guided to establish red beliefs in their hearts from an early age, and to consciously and actively form socialist core values.

### **4. The Realization Path of Red Culture Leading the Cultivation of Socialist Core Values Among Youth**

Combined with the changing and developing situation, around the new era to strengthen the needs of cultivating socialist successors, and constantly innovate the ways and means to lead red culture to the cultivation of socialist core values of youth, the implementation of scientific and effective implementation path. It is mainly divided into three aspects, namely, using good red resources to gather the soul and build a long-term utilization mechanism for red culture protection; telling good red stories to enhance cognition and expanding creative red products production and dissemination methods; carrying forward good red traditions to continue the bloodline and creating a comprehensive education pattern to cultivate positive new generations.

#### **4.1. Make good use of red resources to gather the soul and build a long-term utilization mechanism for red culture protection**

Red resources are the concentrated embodiment of the red spirit. Since the 18th National Congress, the Party and the State have attached great importance to the inheritance and development of red culture. General Secretary Xi Jinping emphasized, "Pass on the red genes well and ensure that the red rivers and mountains will never change color." [5] Fully understand the profound value and connotation of red resources, enhance the awareness of scientific protection, and build a long-term utilization mechanism. Use digital technologies such as big data, cloud computing and artificial intelligence to unify the management of red cultural resources,

display and propagate red cultural resources, and effectively use digital technologies to broaden the effective ways of protecting red cultural resources.

On the one hand, make good use of red resources to coagulate the soul, and make efforts to promote the protection of red culture by combining the contemporary and inherited nature of red culture. On the basis of protecting red resources, focus on strengthening the protection of revolutionary sites and red historical materials, as well as providing more policy support for rational planning of red resources. Through a series of supporting measures to practice the protection of red culture, achieve equal emphasis on utilization and protection, develop practical protection and restoration programs, and form the awareness of scientific protection of red culture for long-term utilization

On the other hand, the utilization of red culture should be incorporated into the unified management and use of the mechanism. Combined with the inheritance of red culture to establish a series of supporting mechanisms, the use and protection of equal importance, the construction of long-term utilization of red culture mechanism, the effective integration of red culture into social practice, and ultimately to promote the sustainable development of red culture. We will give full play to the profound connotation and nurturing role of red culture, and solidly promote red culture to lead the cultivation of socialist core values of youth.

#### **4.2. Telling red stories to enhance understanding and expanding creative red product production and dissemination methods**

With the continuous development of new technologies, it is not only a practical need to promote the dissemination of red culture with the development of technology, but also a question of how to better use the current emerging communication methods to cultivate socialist core values for youth and thus resist various misconceptions. The use of multiple communication methods to tell the red story well, to design red culture creative products that meet the cognitive characteristics of youth, not only can make the red culture land to the youth's daily life in the perceptible scenes of learning, so that the youth consciously and actively understand the red culture, to guide the youth to establish red beliefs in their hearts from childhood.

On the one hand, to tell the red story well, we should use a variety of communication methods to promote red culture propaganda. The rapid development of Internet technology and new technologies such as artificial intelligence, big data, cloud computing and artificial intelligence provide ways to protect and utilize red cultural resources. Combining different media methods such as "online + offline" multi-channel communication, as well as the characteristics of the youth themselves to promote propaganda. By using the convenient operation of digitalization, we can provide a platform for youth to widely accept red culture propaganda and enhance their sense of identification with socialist core values. While promoting the concept of normalization and long-term effect of Party history learning and education, we will increase the vigorous promotion by mainstream media, build red culture education bases for youth with local characteristics, and guide youth to establish red beliefs in their hearts from an early age.

On the other hand, creative red cultural products should be developed. At the stage when the youth's cognition is being shaped, adopting a lively mode of red culture product

development can promote the youth to better accept and understand the connotation of red culture. Creative red culture products are rich in new forms that are relatable and can enable young people to fully experience the inner spirit of red culture in a fun and educational atmosphere. By actively promoting the digital red resource library into schools, teaching materials and classrooms, broadening the development space of red culture industry, and innovating derivative products, we can let young people feel the profound connotation of red culture in contact with red culture products and enhance their identification with socialist core values.

#### **4.3. Carry forward the red tradition to continue the bloodline and create a comprehensive education pattern to nurture the new generation**

To promote the education of core socialist values for youth, we should build a comprehensive education pattern to meet the psychological and developmental needs of youth, inherit the red gene, continue the red bloodline, and help youth to buckle the first button of life. Therefore, red culture education should be carried out comprehensively, and red culture should be inherited and promoted to all aspects and aspects of school, family and social education, so as to promote the formation of a "trinity" education pattern and effectively achieve the purpose of cultivating socialist core values for youth led by red culture.

First of all, at the social level, we should promote the dissemination and promotion of red culture from the levels of increasing the publicity of red culture construction, developing red culture creative products, building a long-term mechanism for red culture protection, and deeply penetrating red culture into the construction of cultural venues around the world. Promote the red culture propaganda and education of the whole society, better play its leading role by digging deeper into the connotation of red culture, deepen the society's understanding of how to better strengthen the red culture for youth value leading way, and finally form a good trend in the whole society to promote red culture and care about the healthy growth of youth; secondly, at the school level, highlight the Civics course party history learning education, build an excellent Secondly, at the school level, we will highlight the study and education of Party history in the Civics curriculum, build an excellent environment for the construction of red culture, and improve the learning and practice platform of red culture. Promote the integration of red culture into campus classroom teaching, strengthen the innovation of teaching Civics and the vividness of integration into other subjects, create a good campus red culture propaganda environment, and give full play to the function of schools as an important position for red culture education; finally, the integration of red culture into family family culture construction is a key step in promoting red culture and the last step in forming a top-down education pattern. Combine family education with red education, actively promote the integration of red culture into traditional family virtues, and build a good family atmosphere by starting with family family style construction and actively practicing the concept of red culture to lead the cultivation of socialist core values among youth.

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