

The Dilemma and Solution of Red Culture Inheritance from the Perspective of Young College Students

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Abstract: Red culture is the advanced culture of socialism with Chinese characteristics. It is our precious cultural resource and asset of the times. It is also the important source and fertile soil for us to continue to stimulate spiritual power in the new era. To study the inheritance of red culture from the perspective of young college students, grasp the role of young college students in inheriting red culture, analyze the difficulties they face in inheriting red culture, put forward solutions, effectively protect red culture in the new era and give play to the nourishing function of red culture. For us to train all-round development of socialist builders and successors, firmly towards the second centenary goal to enhance the red heritage.

Keywords: Inheritance of red culture, Difficulties, Resolution strategy, Young university students.

1. Introduction

General Secretary Xi said: "We should carry forward our character in understanding the spirit of revolutionary figures, and find out our responsibilities and responsibilities in inheriting the red culture." On the occasion of the centennial birthday of the CPC and on the way to the second centennial goal, young students in colleges and universities should strengthen their study of the history of the Party, draw wisdom and strength from the centennial history of the Party, strengthen their ideals and beliefs in reviewing revolutionary stories, promote their character in understanding the spirit of revolutionary figures, and find their own responsibilities and responsibilities in inheriting red culture.

2. Role Positioning of Young College Students' Red Culture Inheritance

The role mentioned here specifically refers to "social role", that is, a set of individual behavior pattern in which an individual is in a specific social position in the social relationship system and conforms to the social elements.[1] The role of young college students in the inheritance of red culture should include three aspects: first, the corresponding behavior of young college students in the inheritance of red culture; Second, the identity and status of young college students in inheriting red culture; Third, it refers to the expectation of college young students to inherit the red culture. As the receivers, promoters and pioneers in the process of inheriting red culture, young students in colleges and universities should consciously grasp their role positioning, internalize their role consciousness and turn it into action guidelines, so as to inject more fresh internal power into the theory and practice of inheriting red culture, and help realize the educational task of fostering morality and educating people in the new era.

2.1. The audience of cultural inheritance

Young students in colleges and universities become the audience in the inheritance of red culture mainly determined by the following three aspects: First, the world is in an important period of great development, great transformation and great adjustment, and cultural soft power is increasingly

prominent in the competition of comprehensive national strength. As an excellent traditional culture of the Chinese nation formed over a long period of time, red culture should maintain its stable continuation and development. Red culture also contains the precious wealth of the Party and the country, carrying the ideal belief and historical mission of the Party and the country. Never forget why you started, and your mission can be accomplished. As the most active and dynamic force in this society, young people place their hopes on the country and nation, and naturally draw the striving force from it. Therefore, they are bound to become the audience of the inheritance of red culture.[2] Red culture itself has the function of casting soul and educating people. While responding to the need of moral cultivation in colleges and universities, it should also make use of the power of red culture to train talents more efficiently. In terms of content, red culture inheritance also belongs to the scope of ideological and political education, and young students, as the key object of ideological and political education in colleges and universities, are indeed the audience of red culture inheritance. Third, the great development of digitalization, especially since the outbreak of the global novel corona virus pneumonia, the West has intensified its attack on the ideological field of China. In addition, young college students have not entered the society, and their emotional tendency, ability and quality are relatively unstable, which makes them easy to blindly follow the Western and non-mainstream culture. Faced with the prevailing situation of multiculturalism, our Party regards the inheritance of red culture in colleges and universities as an important way to cultivate morality and cultivate people, give full play to the educational function of red culture, and help young students cultivate their three views and firm faith.

2.2. The promoter of mainstream culture

As the mainstream culture in the new era, red culture carries glorious traditions and embodies development consensus. The red history should be respected and remembered, passed on and never faded.[3] Entering the new era, the Party's continuous construction of cultural confidence and the strategy of cultural power also require young students in colleges and universities to carry forward the red culture, which embodies the lofty revolutionary spirit and communist

ideals and beliefs, and ensure that the red river and mountains will never change color, which is also the mission given to us by the Party and the state. In turn, in the process of carrying forward the red culture, the young students can strengthen their ideals and beliefs, stand firm, improve their ideological and moral character, cultivate their spirit, stimulate their enthusiasm for learning, and exercise their skills, so as to truly bring the red culture into their minds and hearts, live up to the expectations of the Party and the people, carry forward the red culture better, and thus become the vanguard force to help realize the great rejuvenation of the Chinese nation. In addition, as an excellent achievement of Marxism Sinicization, red culture itself has the theoretical quality of inheritance and epochal nature. While revealing the evolution process of The Times, red culture keeps enriching and improving itself with the development of The Times. It is incumbent on young college students to attract more young college students to identify with red culture with their personal charm and quality, and enhance the appeal and persuasion of red culture.

2.3. Pioneers of innovation and inheritance

The inheritance of red culture is constantly innovating, and young students, as the inheritors of red culture, will also take the initiative to update their knowledge in the environment, following the pace of red culture inheritance and innovation, so as to better inherit and interpret. In addition, compared with other groups, young students in colleges and universities have more characteristics of exploring changes and often become pioneers of innovation. They are good at using new and unique perspectives and ideas to observe and solve problems. Living in the age of data and media since childhood, they are skilled in the use of new technology products and curious about emerging things. They are able to seize many innovation points and are the core force for the innovation and inheritance of red culture. First of all, it is necessary to actively pay attention to the changes of The Times, focus on hot current affairs, timely update the knowledge of red culture, improve the corresponding theoretical level, and enhance the persuasion in the process of inheritance. Secondly, with the help of the Internet and new digital technology, we can make good use of the platform of "two micro and one end" to shape the vivid image of red culture and effectively let young students in colleges and universities feel the tangible charm of red. The abstract theoretical knowledge of red can also be concretized with the help of image symbols to activate the red heritage. Only by relying on intelligent technology and with the help of big data, cloud storage and Internet of things system, can the red spirit be conversed and converted into visual audio-visual, text, pictures and knowledge, which can be transmitted, carried forward and preserved for a long time in a way more consistent with people's cognition.[4] Finally, the inheritance of red culture should be introduced into practical activities, and the mode of "theory + practice" should be adopted to enhance the effectiveness of inheritance. For example, the establishment of campus red culture inheritance association, building a campus platform for the inheritance of red culture, holding red art activities, using music, animation and other ways popular with young students in colleges and universities to explain the theory of red, creating a full field coverage of red in colleges and universities.

3. Analysis of the Dilemma of Red Culture Inheritance Among Young College Students

Chinese college young students inherit red culture environment is undergoing profound reconstruction. From a social perspective, the global landscape has undergone profound changes. From the perspective of science and technology, technological innovations such as artificial intelligence and 5G communication technology as well as the formation of all-media communication pattern are affecting the inheritance of red culture by young students in colleges and universities. From the perspective of policy, the CPC Central Committee attaches great importance to the inheritance of red culture and "educating people with culture", so as to escort the inheritance of red culture by young students in colleges and universities. In short, social changes, the development of information technology and the support of national policies all make the inheritance of red culture among young students in colleges and universities undergo profound reconstruction. It not only brings opportunities for young college students to inherit red culture, but also brings severe impacts. Therefore, we focus on the analysis of the plight of young college students to inherit red culture, so as to provide a basis for this.

3.1. Inheriting subjects of social and environmental challenges

The Sixth plenary session of the 19th Central Committee of the Communist Party of China (CPC) unanimously agreed that the global COVID-19 pandemic and the profound changes unseen in the world in a century have made the external environment more complex and grim. The deepening of globalization is also promoting the frequency of cultural exchanges between countries. However, western developed countries led by the United States attempt to shake the cultural foundation of developing countries, belittle and vilify the cultures of other countries, resulting in the loss of cultural heritage and cultural confidence of people in other countries. In particular, in the midst of this epidemic, Western developed countries have stepped up their ideological infiltration into China and imprudently imported the spirit and values contained in it, resulting in the emergence of various wrong thoughts of thought in China, the risks and challenges in cultural security, and a certain impact on the values and cultural views of young students in colleges and universities. As a result, some college students cannot stick to the excellent traditional culture of the Chinese nation and find it difficult to look at their own culture and world culture with a rational attitude. On the contrary, they are superstitious, blindly following and following the trend of Western culture. Even under the influence of multiple values, some students forget the excellent spirits such as hard work, courage to explore, modesty and prudence, and self-reliance, and emerge wrong ideas such as money worship, hedonism and individualism, failing to keep a clear understanding and alert to the negative western culture. On the other hand, the rapid development of digital information technology breaks through the time-space barrier of information transmission, but also makes the promotion of information more "precise" and "fragmented". College students cannot grasp the red culture theory as a whole, "blind vision" and do not understand it. In addition, under the influence of social and economic effects, some media and businesses, driven by their interests, carry out false,

exaggerated and entertainment-based communication of red culture, deviating from the communication law of seeking truth from facts, resulting in the "rebellious" psychology of some college students' aversion to red culture and challenging the inheritance of college red culture.

3.2. College education affects the inheritance effect

The implementation of campus education activities related to red culture is the hub for young students in colleges and universities to inherit red culture, which is mainly influenced by its educational activities, contents, methods and carriers, construction of educational team and construction of educational environment. On the whole, the propaganda of red culture in colleges and universities is insufficient and not deep enough, especially in some colleges and universities of science and engineering, which affects the inheritance effect of young students in colleges and universities. First of all, the opening of red culture courses is the primary way for college students to acquire relevant knowledge. In addition, relevant lectures and activities are also an important way to publicize red culture. However, some colleges and universities fail to actively integrate red resources into their talent training programs, develop relevant teaching plans, and have a lax inspection mechanism for red culture learning, not including it in the final examination system, which makes the red culture learning of the educatees stay in the surface state. Secondly, colleges and universities in some regions fail to update the resource base of red cultural content in time. They fail to meet the characteristics of The Times and improve the educational content. Moreover, they fail to explore the new value and significance of red cultural resources, resulting in incomplete and advanced educational content. Thirdly, some colleges and universities have not built professional teams of red culture education. When carrying out red culture education, due to the lack of corresponding theoretical reserves, rigid description of educational ideas, neglect of the application of interactive education mode, unilateral knowledge infusion, the interest and sense of experience are greatly reduced, and cannot fully stimulate the interest of young college students. As a result, some students have prejudice against red culture, which not only fails to fully grasp the connotation of red culture, but also makes it difficult to internalize it in mind and practice, thus reducing the sense of identity. Last but not least, campus culture will have a "smooth and silent" effect on the students in it. Some colleges and universities have shortcomings in the construction of the campus environment of red culture. The investment is small, and they fail to fully integrate the resources of red culture into the material culture and spiritual culture construction of the campus.

3.3. College students themselves reduce the identity of inheritance

Young college students are the main body of red culture inheritance in colleges and universities, playing a pivotal role, and effective inheritance cannot be separated from the active participation of young students. On the one hand, inheritance first needs identification, which has internal consistency. "Emotions and emotions are produced on the basis of cognition. Emotional experience needs to be guided by cognitive activities. Only by understanding the significance of stimulating events in the environment can individuals choose appropriate physiological and behavioral

responses ."[5] As most of today's college students grow up in the era of high-speed communication and development of information, media and network, they have a "natural" sense of distance from red culture, often in the spiritual pleasure brought by "fast culture" consumption, and have little emotion towards red culture. It is believed that the ceaseless red culture inheriting revolution in the current era does not fit the development of The Times and is often stopped at the visual level. In addition, due to the increasing employment pressure, young students in colleges and universities pay more attention to the study of their professional courses and the cultivation of professional skills. As a result, young students gradually lose the motivation to learn and study red culture. As a result, they do not recognize red culture to a high degree, let alone take the initiative to inherit red culture. On the other hand, due to little involvement in red culture and relatively shallow understanding, most students cannot accurately distinguish red culture from other cultures. They have a vague understanding of the background, connotation and characteristics of red culture, and need to strengthen their ability and quality of discrimination and value transfer. They are easy to be deceived by appearances and cannot see its hidden essence through complicated phenomena. It is not conducive to the effective inheritance of red culture.

4. Solutions to the Inheritance Dilemma of Young College Students

As an important part of the socialist culture with Chinese characteristics, the new era needs to give full play to the spiritual power of the red culture, do a good job in the inheritance of the red culture, and use the red gene to supplement calcium and strengthen bones. We should firmly grasp the "ox nose" of the inheritance of the red culture by young college students, and do a good job in the inheritance of the red culture in colleges and universities as the cause of socialism with Chinese characteristics moves forward, To achieve a win-win situation of the continuous inheritance of the red culture and the cultivation of new people of the era with all-round development.

4.1. Send force to red atmosphere systematic construction

Therefore, in order to inherit the gene of red culture in colleges and universities, the first thing is to grasp the "bull nose" of ideological and political courses. The role of ideological and political courses in the inheritance of red culture cannot be replaced. The two are interlinked. The resources of red culture should be fully integrated into the ideological and political theory courses in colleges and universities, and the right of discourse and guidance of red culture in the spread of college campus should be grasped, so as to help young students in colleges and universities find directions in fuzzy cognition and grasp clear views and positions. Secondly, we should focus on training the propaganda and education team of red culture to form a propaganda and education team with strong red theory, deep red feelings and excellent red quality. "Teachers are the engineers of the human soul and the inheritors of human civilization, bearing the important task of the times of inheriting knowledge, spreading ideas, spreading truth, shaping the soul, shaping life, and shaping new people ."[6] Young college students' recognition of the red culture needs the guidance of the education team, which runs through the

whole process of students' growth and success with its own practice, plays the role of marking an example, and leads young college students to clarify the concept, Establish a correct concept of red culture. Finally, create a good red campus atmosphere and improve the quality of red culture publicity. Colleges and universities should optimize the construction of the material and spiritual environment of the red culture, build a campus environment of "red" empathy in the scenery, and let college students edify the value of the red culture in the spring and rain on the campus, such as carrying out activities on the theme of the red culture that young students like to see, and establishing red cultural associations in colleges and universities. While avoiding boredom, we should strive to realize the "empathy" dialogue between young college students and the red culture, understand and identify with the red culture, and consciously undertake the mission of inheriting the red culture.

4.2. Enable innovative construction of red culture

Recently, red theme films such as "My Motherland" and "Changjin Lake" have been popular among young students in colleges and universities, which fully demonstrates that red culture has a strong attraction for young students. The thick party history can also be spread in new forms, and can also correctly guide young students to perceive and identify with red culture, so as to improve their moral character and truly achieve the penetration of red culture into the mind. First, it is necessary to cultivate the affinity of young college students to red culture. For today's college youth, the education of red culture and revolutionary spirit cohesion is bound to create a "gap", which makes it necessary to increase relevant red cultural activities in addition to ideological and political courses. For example, visit the revolutionary site, organize to watch excellent red film and television works, hold red song competitions, etc., enhance the affinity between young college students and red culture, and better mobilize the initiative of young people's red knowledge. Second, we should use artificial intelligence, 5G technology or new media to innovate the content of red culture and red teaching methods, display the party history, revolutionary figures and great spirit in a multi-dimensional and all-round way, and make the content of red education conform to the development trend of the times and conform to the law of youth growth. In addition, we should use advanced technology to generate teaching methods with strong sense of interaction and good sense of experience. While making up for the regret of not being able to experience in person, we should also enhance the experience and perception of young students on the red culture, improve the attraction of the red culture, consciously and actively study the party history and continue the red spirit.

4.3. Activate the awareness of the inheritance subject

Educators and educatees are the two basic elements that

constitute the education and inheritance of red culture, both of which have subject consciousness. Educators bear the responsibility of "teaching" in the inheritance of red culture, while the educated enjoy the subjectivity of "receiving". In order to inherit the red culture well in colleges and universities, it is essential and also the first task to activate the inheritor's subject consciousness. The first is to activate the educators' subjective consciousness of "teaching". Educators must establish the thinking of teaching and inheriting the red culture, study the path of inheriting the red culture in the new era, explore the way to activate the education object to inherit the red culture, close the distance with the educated, establish a free and equal space for communication, respect the understanding of the educated, and better help the educated to realize their obligations in the inheritance of the red culture; The second is to activate the awakening of the subject consciousness of the educated. "History and reality tell us that the young generation has ideals and responsibilities, the country has a future, the nation has hope, and there is a steady stream of strong power to achieve our development goals".[7] On the one hand, educators need to strengthen the interactive function in the process of red education, listen carefully to the ideological feedback of the educated, stimulate the right of expression of the educated, and thus arouse their subjective consciousness; On the other hand, the educated themselves should also actively study the theoretical knowledge of red culture, sort out the history of the revolutionary party, deeply analyze the key events and revolutionary figures, sublimate the recognition of the revolutionary culture, and actively participate in the red culture practice activities organized by schools and society, internalize the red culture into their own opinions in practice, spontaneously promote the red character, and spread the afterglow of the red culture everywhere, So that the red culture can be widely recognized and inherited.

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