

Study on the advantages and paths of using Zunyi's red cultural resources to develop party history education in universities

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Abstract. The Party has developed a unique red culture during its great century-long journey, which arose from the revolution and flourished in the new era. Among them, Zunyi's red cultural resources also contain a precious revolutionary spirit and profound cultural connotations. As part of the red culture born after the Communist Party of China, Zunyi's red cultural resources include not only material culture but also immaterial culture. This paper explores the value of integrating Zunyi red cultural resources into party history education in colleges and universities, and strives to explore a practical and effective integration path, with a view to promoting the important role of Zunyi red cultural resources in party history education in colleges and universities.

Keywords: Zunyi red cultural resources; Higher education; Party history education; Pathways.

1. Introduction

Over the past one hundred and one years, the Communist Party of China has never forgotten its original intention and mission, leading the Chinese people in their unremitting struggle, from revolution to construction to reform, and steadily walking one step at a time into the new era. History is the best textbook. On the occasion of the celebration of the centenary of the founding of the Party, General Secretary Xi Jinping made an important speech at the mobilisation meeting for the study and education of Party history, issuing a call to carry out the study and education of Party history for the whole Party and society as a whole, "to learn history to understand, to learn history to increase confidence, to learn history to uphold virtue, and to learn history to act. As a city with rich history and red cultural resources, Zunyi has unique advantages and significance in developing party history education by using its red cultural resources. The effective integration of Zunyi's red cultural resources into party history education in colleges and universities is an important element that is indispensable for party history education, as well as an important path for its transformation into party history education resources.

2. Advantages of Zunyi's red cultural resources in Party history education

Party history education in colleges and universities is based on a precious and strong historical and cultural foundation. Without this solid foundation, party history education is like a floating weed that cannot find its roots and cannot enter the bottom. The red culture of Zunyi carries the national righteousness of the Chinese Communists who sacrificed their lives for the country and the people; it holds the good expectations of the Chinese people for the peace of the country and the commonwealth; it expresses the family sentiments of the people's army to protect the country and uphold justice. These basic connotations, value concepts and material forms of Zunyi's red cultural resources not only reflect their topicality and advancement, but also highlight their profound cultural heritage. It not only provides precious and unique historical materials for university party history education, but also provides indispensable cultural nutrients for university party history teaching, making the party history curriculum more justifiable and comprehensive.

In October 1934, due to the influence of "leftist" ideology within the Party, the Fifth Anti-Escalation was defeated, forcing the Central Red Army to evacuate the revolutionary base and begin the two-year Long March of the Red Army. At the beginning of the Long March, the wrong escapist

ideology prevailed in the revolutionary ranks, which made the march of the hard-hit Red Army even more difficult. -Zunyi, to convene an enlarged meeting of the Politburo. "The Zunyi Conference became an important meeting for the Communist Party of China to turn the crisis into peace, and it was this meeting that made Zunyi, a small town with no name, known to the world.

The Red Army spent more than three months battling in the mountains and waters of Zunyi, covering 11 counties (districts) and 153 townships (towns), the longest stay of the Red Army in one region, leaving behind a precious and incomparable material heritage and spiritual civilisation, of which the rich red cultural resources with the theme of "Zunyi Conference" are the most famous. The most famous red cultural resources are the "Zunyi Conference" and the "Four Crossing of the Red River", which should not be overlooked. With Zunyi city as the centre, Zunyi County, Renhuai, Liping, Chishui and other areas, the "Zunyi Conference", the "Four Crossings of Chishui", the "Loushan Pass Victory", the "Liping Conference" and other events took place. "The Red Army has left behind a huge amount and many kinds of red cultural heritage, which is invaluable and cannot be ignored.

The events experienced by the Red Army in Zunyi were of crucial importance to the Chinese Communist Party and the Chinese Revolution. Firstly, the Zunyi Conference autonomously resolved the contradictions within the Party, established Mao Zedong as the leader of the Red Army and the Party Central Committee, and saved the Chinese Revolution in an extremely critical situation. With the Chinese Communist Party's ties with the Communist International broken, it independently applied Marxism-Leninism to change strategy and tactics in the light of the crisis that had arisen for itself, and brought the Central Red Army back to life. Secondly, the victory at the Battle of Loushanguan inaugurated the great victory of Zunyi, which successfully repelled the siege by the Nationalist army, reversing the Red Army's strategic passivity and completely shattering Chiang Kai-shek's delusion of trying to besiege the Central Red Army in the south-western border area, laying the foundation for the victory of the Long March of the Red Army. The Battle of Si Du Chi Shui was the main military operation of the Red Army in Zunyi, which lasted for more than three months. The Central Committee led the Central Red Army to cross the Wu River and Chi Shui River several times in order to break through the heavy defences of the Kuomintang, and the use of the gods, the courage of the soldiers and the flexibility of the tactics enabled the Central Red Army to defeat the enemy and succeed in going north despite the disparity in combat power. In short, the events, large and small, that took place during this period of the Red Army's Long March in Zunyi are a sign of the Party's progress from infancy to maturity and are particularly precious to the Party and its people. It is for this reason that the state attaches great importance to the development and study of Zunyi's red cultural resources. Nowadays, many red sites in Zunyi have become important patriotic education bases in Guizhou and even in the whole country. Therefore, it is essential for university party history education to further deepen the excavation and utilisation of Zunyi's red cultural resources and make them useful.

3. The Nurturing Value of Zunyi Red Cultural Resources in Party History Education in Universities

The integration of Zunyi's red cultural resources as valuable cultural heritage into university party history education can stimulate potential nurturing functions. The red cultural heritage of Zunyi is the embodiment of the ideals and beliefs and political stance of the Communist Party of China during the revolutionary process, and its development and utilization through party history education in colleges and universities is conducive to the development of the material remains and spiritual wealth left behind by the Party during this period. It is also conducive to stimulating the patriotic sentiments of students, raising their political standing and keeping them close to the Central Committee of the Party.

The integration of Zunyi's red cultural resources into university party history education is conducive to stimulating university students' emotional identification with party history. The use of Zunyi red cultural resources to educate the new era of college students on the three views of education,

patriotism education, awareness of responsibility education, more realistic and scientific logic, easier to get the real recognition of college students, this emotional restoration makes more college students from passive education into active learning, from the heart to produce for the country, the nation and social progress and lifelong struggle for the value of life recognition. This inadvertently enhances the nurturing effect of Party history education and strengthens the will of students to strive to never give up easily.

The integration of Zunyi's red cultural resources into university party history education is conducive to passing on the red gene among university students and cultivating a new generation with a correct view of party history. The Red Gene is the unique spiritual character of the Communist Party of China that has been accumulated during its formation, development and growth. They include firm ideals and beliefs, loyalty to the Party, courageous commitment, service to the people, hard work and self-improvement, and the pursuit of innovation. The progress of mankind cannot be achieved without advanced and outstanding spiritual civilisation, and the valuable revolutionary spirit, which has been precipitated over a century of time, should now be inherited and carried forward. Universities rely on the red cultural resources of Zunyi to convey the spirit of the times to university students by way of party history education, so that they can inherit the red gene and carry forward the great Zunyi Conference spirit in their studies.

4. The integration path of Zunyi red cultural resources in party history education in colleges and universities

Firstly, it must be clear that the connotations of the legacy red cultural resources are consistent with the nurturing objectives of Party history education. The red cultural resources of Zunyi are very rich and these resources are very important and high-quality educational resources for universities. With undeniable historical facts, Zunyi's red cultural resources demonstrate the glorious history and consistent historical mission of the Chinese Communists in their heroic struggle for the country and for the people. The historical materials and values needed for the classroom teaching of Party history education can be found in them as a true and reliable basis. In today's society, great emphasis is placed on the all-round development of university students, including not only their learning ability and practical ability, but also their moral quality and cultural literacy. Therefore, while attaching importance to the cultivation of students' professional abilities, colleges and universities also need to improve their character education objectives, actively innovate the form of Party history education, take the initiative to integrate important Zunyi red cultural resources into the classrooms of university students, formulate clear objectives of Party history education according to their actual situation, aim to let university students feel the charm of red culture, understand revolutionary history and cultivate excellent successors and builders for the Party and the country. The aim of the programme is to enhance the students' learning ability and personality, and to cultivate excellent successors and builders for the Party and the country.

Secondly, the value of Zunyi's red cultural resources in the education of Party history needs to be enhanced by the professionalism of the teachers who teach it. Starting from the quality of the teachers themselves, as teachers must be ideologically strong, reflecting the immersion of red culture in the way they move their hands and in the dissemination of their educational philosophy, they must have the right political orientation, take a firm and correct political stance, resolutely achieve the "four safeguards" and be committed to training the talents needed by the Party and the country. In terms of professional competence, teachers must not only be proficient in teaching content, but also be able to fully demonstrate their in-depth knowledge of Zunyi's red culture in the classroom, and provide students with a sophisticated and clever education on Party history through solid skills and professional techniques. There is also a need to integrate red cultural resources, trying to make the country's red cultural resources form a party history education network, to prompt students to be able to have a comprehensive and scientific understanding of the historical process of the Communist Party of China from point to point, so that party history education can play a full role in the process of educating people in universities. As educators, we should not only adhere to and develop the

Marxist materialistic view of history, but also absorb and learn from the useful experience and methods of historical research in both ancient and modern times, and enhance our ability to use modern science and technology to give Party history education new vitality and vigour with the power of technology. It is also necessary to pay attention to the use of modern media, such as new media, in an attempt to integrate the history of the Party into the lives of students, so as to enhance the popularity of Party history education. Teachers should also focus on keeping up with the times, actively absorbing the new knowledge of the new era, and constantly enriching and arming themselves through learning so as not to lose touch with the increasingly modern thinking of their students. Teachers must teach by example and lead by example, and endorse red culture and party history education from the heart.

Once again, we will make use of the red cultural resources of Zunyi to vigorously develop the practical teaching of Party history. Practical teaching and classroom teaching each have their own characteristics and merits, and should complement each other's strengths and weaknesses. Due to the many drawbacks of traditional classroom teaching, such as outdated curriculum design, dull teaching format and slow feedback from students, many students are looking for new and innovative teaching formats. In order to give students a clear and profound understanding of the Communist Party of China and the socialist cause, the surrounding universities should not only emphasise classroom teaching, but also make full use of the unique red cultural resources of Zunyi to effectively implement the practical teaching of Party history on a large scale, through field visits and research, visits to revolutionary sites and exchanges with the people involved, so as to enhance the nurturing effect of Party history education. It is strongly advocated that university students gain learning insights through first-hand experience and exploration, getting rid of the one-dimensional indoctrination of teachers in the classroom and realising students' desire for practical teaching. The practical activities of Party history can mobilise students' initiative and participation, and also enable them to further deepen their learning and comprehension of Party history knowledge. Such a form of teaching can make students accept the inculcation and baptism of Party history education in a subtle way, and achieve the "unity of knowledge and action", so it should be strongly advocated in a feasible scope.

Finally, new media are used to expand the influence of Zunyi's red cultural resources in Party history education. With the rapid changes of the network era, the new media based on the Internet is an important channel for college students to receive various information. In order to enhance the subtle characteristics of Party history education, attention should be paid to increasing the opportunities for university students to come into contact with it in the online world, and we can introduce Zunyi red cultural resources into the Internet and let it follow the net into the daily life of university students, so that we can silently create an online world with the characteristics of Zunyi red culture, thus allowing Party history education to play a better role in daily life. Focus on the unique role of the Internet and other modern media in people's work and life to increase the propaganda and education of Party history and the popularisation of Party history knowledge. We should not only pay attention to and bring into play the role of traditional carriers such as films, music and publications in this process, but also pay attention to the construction of new-age propaganda carriers such as Party history education websites, public numbers for the popularisation of Party history knowledge, Party history education-themed microblogs and Party history propaganda shake accounts. We should make use of all available resources as far as possible, and focus on solving the problems of the geographical limitation of the scope of dissemination, the dullness of the form of dissemination, the obsolescence of the content of dissemination, and the stagnation of renewal of red cultural resources in Zunyi, and actively enhance the infectious power, attractiveness and influence of the modern communication media, mainly Learning Power, WeChat public numbers, microblogs and short videos. General Secretary Xi Jinping pointed out that it is necessary to scientifically understand the law of network communication, improve the level of using and governing the Internet, and make the Internet, the biggest variable, into the biggest increment of career development. Therefore it is all the more important for universities to integrate the Internet with Party history education, present the red cultural resources of Zunyi in graphic form in the online world to which

university students are exposed, and use the Internet to educate the majority of students so that they can understand the situation of the Chinese Communist Party at that time from historical cases and understand the efforts and contributions that the Chinese Communists put into the revolution, through the study of the red culture of Zunyi.

In short, local red cultural resources are a micro component of learning party history and a living stone for party history education in universities. To make the image of party history around you stand in life with the help of local red resources is a key path to enhance the quality of party history education.

5. Conclusion

During the important historical periods of China's revolution, construction and reform, the land of Zunyi has accumulated rich red cultural resources, which make the magnificent history of the Party come to life. In order to promote the effective integration of Zunyi's red cultural resources with party history education in universities, universities must pay attention to the research and development of Zunyi's red cultural resources, strive to explore the unique significance of Zunyi's red cultural resources in party history education, and stimulate its nurturing role in party history education. By clarifying the objectives of party history education, shaping professional party history educators, creating a practical classroom with local characteristics of party history and innovating ways to disseminate red cultural resources, party history education relies on Zunyi red cultural resources to achieve the effect of nurturing people through party history in a novel manner, from which the macroscopic party history education is made concrete in individual cases by enhancing the regional characteristics of party history learning and education, and conversely by making the national On the contrary, by making the national red culture resources form a vivid image as a whole, in order to realize the unity of theoretical and practical party history education, the combination of comprehensiveness and three-dimensionality, as well as the cooperation of explicit and implicit education, so that university students can realize the true unity of morality and talent, wisdom and knowledge, words and deeds in the process of party history learning. Colleges and universities should pay more attention to Zunyi's red cultural resources, so that they can play their unique theoretical value and nurturing function in the work of party history education, and strive to promote the high level, high efficiency and high quality development of party history education in colleges and universities.

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