

# **“Red Gene” in the Vision of the New Era Integrates—Research on Ideological and Political Education in Colleges and Universities**

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## **Abstract**

Red gene is the spiritual core of the Communist Party of China and the spiritual bond of the Chinese nation. It is also an inheritance of a revolutionary spirit. The red gene of the party is the advanced quality of the party's long-term hard fighting. It is the party's advanced ideological line. It is the party's fine tradition and style. This article first explores the problems of the ideological and political education of college students from the “red gene”. We understand the significance of “red gene” into the meaning of college students' ideological and political education. It combines existing problems and significance to explore the main ways of “red genes” into the main ways of ideological and political education of college students.

**Keywords:** red gene, ideological

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## **1. “Red Gene” Incorporate Problems in the Ideological and Political Education of College Students**

First of all, it is not enough to pay attention to the individual value of college students. For a long time, the value orientation of inheriting the red gene is to enrich the content of ideological and political education, focusing on publicity needs and promoting the content of red genes cannot organize social value and personal value. From the perspective of the education guidance of overall college students. The lack of full respect for the subjectivity of college students, ignores their reasonable development needs and generally, there is not enough phenomenon of the personal value of college students. Understanding is reaction to practice and correct

understanding can guide practice. If you ignore the realization of college students' personal value and do not respect the development of college students. The overall value of the red gene inheritance is worth reflecting, then the effectiveness of integrating ideological and political education will fundamentally weaken and affect the timeliness of red genes.

Secondly, the education methods and methods are not innovative. Red gene propaganda and inheritance detached generations. The form is not novel enough. At present, the integration of red genes into the ideological and political education of college students should adopt traditional methods such as on-campus and off-campus classroom teaching and field visits, but there are a few colleges and universities

with rich red resources that carry out field teaching. In the education of college students, college students cannot feel the great revolutionary deeds and spirit, the red gene cannot fully infiltrate their lives in all aspects of college students and the red spirit cannot be internalized in the heart and externalized in action. With the rapid development of new media, the integration of red gene and ideological and political education of college students cannot keep up with the needs of college students for new media communication and the integration of red gene into ideological and political education and modern new media technology is still in the exploratory stage. Again, the mechanism is not sound enough. First, the research on red genes is not deep enough. The excellent spiritual qualities and noble moral sentiments of the ancestors are all of the times and the ability to keep pace with the times is grasped in the process of inheritance, so as to ensure that the revolutionary deeds and revolutionary spirit of the older generation maintain their development in the tide of the times. Second, from the point of view of the transmission of red genes, the form of activity is too serious. Many red genes are not heavily arranged and implemented when grasping publicity and the relevant supporting measures and long-term mechanisms for implementation are not fully implemented. Third, the propaganda of red genes lacks a complete management charter and target mechanism and the research on the integration of red genes into ideological and political education is not meticulous and systematic. It is necessary to formulate implementation plans, target mechanisms and assessment and evaluation.

Finally, red culture is not paid enough attention in colleges and universities. First, colleges and universities present and carry out red cultural content that is too heavy on form and light on content. Affected by the assessment mechanism, universities pay more attention to the mastery of red culture knowledge by major students in cultivating the quality of college students, thus ignoring the actual role of red culture. The second is that the channels of media communication in colleges and universities are single, and ideological and political education lacks innovation in red culture. Colleges and universities fail to give sufficient support to the education of red culture in their media and the traditional media do not attract enough to

college students, resulting in low attention to the education of red culture in colleges and universities, so colleges and universities lack sufficient attraction to red culture education and the support of traditional media to red culture lacks sufficient attraction. Third, universities lack teachers and hardware facilities for red culture education, resulting in universities lacking sufficient consciousness to support college students' red culture education. The education of red culture lacks sufficient self-awareness. Red culture education among college students is inseparable from teachers with red culture knowledge. At present, in colleges and universities, in addition to Party members, the number of teachers majoring in ideology and politics is insufficient and the corresponding red culture education is also generally lacking. In addition to teachers, colleges and universities also need certain hardware facilities for red culture education. However, university resources are limited and the construction of red culture hardware facilities will inevitably contradict the construction of hardware facilities required for other undergraduate majors.

## **2. The Significance of Integrating Red Genes into the Ideological and Political Education of College Students**

First, the ideological and political education system for college students has been enriched. Only by transforming the advantages of red resources into educational advantages can we deeply and comprehensively understand the rich red theory. Continuously improve students' cognitive ability, integrate red genes into the depths of college students' ideological souls and constantly improve themselves, improve themselves and innovate themselves, in order to truly achieve "no one has me, no one has self, give full play to the educational function of the education base, and spread the positive energy of the red gene from the root." For example, to understand the spiritual qualities of the older generation of revolutionaries, through visiting the Yan'an revolutionary base area, to understand that in the 17 years in Yan'an, Mao Zedong, as the supreme leader of the party, was still like everyone else, with the same work effort and pressure beyond ordinary people, living in caves, eating millet, wearing coarse cloth clothes and other conditions, refusing all special treatment and lowering living standards. Digging deep into these high-quality red

resources, conveying the excellent style to college students, and revisiting historical traditions can allow college students to combine red theory with life reality, run traditional styles through the daily life of college students, and implement the inheritance of red genes.

The second is to strengthen the ideals and convictions of university students to establish cultural self-confidence. With the in-depth development of cultural diversification, all kinds of ideological and culture are stirred up and blended with each other, so that college students' lifestyle, ideological concepts, show the lack of ideals and beliefs. The ideological concepts of college students to promote the growth of college students are firm college students culture. Confidence, nourishing the spiritual world of college students from excellent red cultural genes. The main task and ultimate purpose of ideological and political education in colleges and universities is to cultivate college students into a successor of socialist four. The main task and ultimate purpose of ideological and political education in colleges. Universities is to cultivate college students into a successor of socialist four. Red culture is the most valuable historical and cultural resources of contemporary college students. The most valuable historical and cultural resources of ideological and political education, enhanced ideological and political quality, firm ideals and beliefs and establishing cultural self-confidence.

The third is to cultivate the spirit of patriotism of college students. The important content of the ideological and political education of college students is patriotism. Patriotism is the spiritual pillar of the Chinese nation. It inherits traditional culture and cultural genes, strengthens revolutionary culture and education, integrates the spirit of revolutionary culture into the cultural self-confidence of the new era and guide college students Establish the correct worldview, outlook on life and values. Give full play to the role of patriotic education bases, use advanced science and technology to reproduce the outstanding deeds of the revolutionary ancestors and use the deeds of the ancestors to shock and inspire students.

The fourth is to inject more lively content into the ideological and political education of colleges and universities and provide ideological and political education methods and references to college students. By exploring the

media to guide red genes to enhance the effect of college students ideological and political education effects, continuously explore the construction of a solid network position for red gene heritage, while expanding and exploring the application carrier of red genes in college students' ideological and political education.

### **3. Red Gene Integrates the Way of Ideological and Political Education of College Students**

From the level of teaching: give play to the role of the "main position" of the classroom. Change the way of ideological and political teaching, incorporate red culture into classroom teaching. Universities must carry out practical and efficient measures, and take the value of red culture as an important part of classroom teaching. The first is to pay attention to cultivating teachers in ideological and political courses and consolidate the leading position of ideological and political teachers in education and teaching. Teachers of ideological and political education class are the leaders in the growth process of college students. Universities need to pay attention to the construction of ideological and political attention teams, strengthen the construction of teachers and morals, combine teaching and educating people, spread positive energy, promote the red cultural genes, use the teachers to make good use of teachers. The positive role in educational work plays a role in preaching and teaching, helping students to establish a great ideal, adhere to the fundamental task of establishing the people, play a good role in teachers in education work, and play the role of teachers' demonstration to drive the role. Establish great ideals for students. The second is to improve and innovate teaching methods. In classroom teaching, enhance the richness of teaching media. Teachers can comprehensively exercise teaching media, enhance the fun of classrooms, target the characteristics of red cultural resources, enhance the appeal of classrooms, and improve the classroom teaching. In the new classroom teaching, teachers should give different teaching methods according to different levels and students at different levels, such as organizing students to carry out research and practical activities, make full use of their spare time to discuss and fully show their learning results.

From the level of propaganda: First, the college relies on the portal website to build a special webpage of red culture, integrates the elements of the times and build a red culture special

website that integrates knowledge, political, and interesting. The Internet absorbs the advantages of various types of traditional media. With its advanced, uniqueness, appeal, expression and other advantages, more attention will be invested to young groups such as college students to create a red network platform. Propagate the red gene, enhance the infectious power of red genes and promote the propagation effect of the red spirit through various network forms. The second is to create new online media classrooms and take the main position of colleges and universities to occupy the main position of red ideological and political education-occupying red online teaching classrooms and carried out on WeChat and MOOC and other online teaching platforms. Third, WeChat and shake the platform, design the red culture column, college counselors adhere to the main tone of promoting the core values of socialism, and use advanced information technology. The fourth is to integrate propaganda and inheritance, go out and introduce. The development and use of red cultural resources are imperfect, activate the red culture and historical elements of the revolutionary old districts, innovate the publicity platform of red networks and integrate into campus cultural activities. "Introduction" by inviting the older generation of local revolutionaries or well-known scholars and experts to speak for them, establish a series of red special activities such as "Internet Revolutionary School" or "Red Memory Reappearance".

From practical level: The first is to strengthen the excellent quality of emotional experience and inheritance of martyrs. Using the experience of high-tech virtual venues such as Mao Zedong Memorial Hall to enhance new mediums of its own emotional experience, such as documentary and movie viewing. The second is to promote the co-construction of the party and groups with red culture, integrate red culture into the daily class style and the construction of the style of academic style, and integrate into the theme party day activities of the student party branch, guide students to enter the classic characters and understand the red spirit. The third is to conduct in-depth red education practice activities that know that is to change. Relying on the college's "Youth Volunteer Association" to organize students to visit the Red Revolution Memorial Hall, encourage students to go to the Red

Revolution Hall as volunteer interpreters. Fourth, the Red Culture Student Association and Red Culture entered the apartment. Based on the college community, a series of practical activities such as "Red Song Competition, Red Culture Dubbing, Social Survey"; The "Dormitory Culture Festival" of the Dormitory Cultural Publicity Week as the carrier, with the theme of the college's "red gene", making the cultural activities of the apartment.

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