



Research on the Practice Path of Integrating Red Gene into College Students' Ideological and Political Education

Shenggang Wang¹, Hengguang Yu², Lan Wang³

¹Xi'an University of Finance and Economics, Xi'an, China

²China Railway 20th Bureau Group Corporation Limited, Xi'an, China

³Xi'an University of Finance and Economics, Xi'an, China

Email: 1652683895@qq.com, 1287053027@qq.com, 2320648323@qq.com

Abstract: Since its inception, the CPC has united and led the Chinese people to overcome difficulties and challenges, achieve great achievements and win major victories. In this process, the CPC has formed a unique spiritual core "red gene". The red gene is the inheritance of the Chinese revolutionary spirit and a precious treasure of the Chinese nation, inspiring the descendants of China to continue moving forward. Against the backdrop of the invasion of Western American culture and the diversification of values, the moral evaluation, ideological concepts, and value judgments of college students have been seriously affected. It is urgent to explore an effective path that is in line with China's national conditions and conducive to student development. This article conducts research on the integration of red genes into ideological and political education for college students, which is not only necessary to solve current difficulties, but also to implement the fundamental task of cultivating morality and talent.

Keywords: Red gene; Spiritual bond; College students; Ideological and political education; to foster virtue through education

Introduction

At present, the world is in an unprecedented period of great change, which brings both challenges and opportunities to the great rejuvenation of the Chinese nation^[1]. China is more eager for talents than ever before, and the cultivation of talents mainly depends on education. As the "leader" of education, higher education directly affects the quality of personnel training. Ideological and political education for college students is the most important part of higher education, which is related to the key issue of "training people for whom". As a valuable resource of ideological and political education, red genes are of great significance to cultivate college students' patriotic feelings, strengthen their ideals and beliefs, and enhance their historical confidence^[2]. Therefore, under the current circumstances, it is very urgent to introduce the red gene into the ideological and political education of college students.

Literature Review

College life is an important stage of physical and mental development, and it is also a critical period of self-awareness. Therefore, ideological and political education for college students is particularly important. However, due to the invasion of western culture, unhealthy social atmosphere and complex network environment, and the weak ability of college students to distinguish right from wrong, they are easily misled, which makes ideological and political education for college students face multiple difficulties and challenges. As an important ideological and political education resource, the red gene contains spiritual connotation, which is of great significance to improve the effectiveness of ideological and political education for college students, and it is exactly what contemporary college students need to inherit and carry forward.

Strengthen your ideals and beliefs:

Ideals and beliefs are the spiritual pillar and source of strength, which can guide the goal of life, provide the driving force of life and improve the spiritual realm of life. As the future builders and successors of the country, college students shoulder the hope of the party and the country, but also strengthen their ideals and beliefs. The spirits of "looking far and pursuing lofty goals" and "being brave and striving for self-improvement" in the red gene can strengthen the ideals and beliefs of contemporary college students, inspire their fighting spirit and provide a steady stream of motivation.

Cultivate patriotic feelings:

Patriotism is a compulsory course to carry out ideological and political education for college students. General Secretary Xi Jinping attached great importance to patriotism education, and published a series of important expositions on carrying forward the spirit of patriotism and carrying out patriotism education, emphasizing that cultivating socialist builders and successors should first cultivate students' patriotic feelings^[3]. College students are at an important stage of socialization, so it is extremely important for them to strengthen patriotism education. The spirit of "loving the Party and patriotism, and



being unswerving" in the red gene has a positive role in promoting the patriotic education of college students.

Cultivate dedication:

During his inspection tour in Tsinghua University, General Secretary Xi Jinping stressed: "The vast number of young people should shoulder the historical mission, strengthen their confidence in advancing, set great ambitions, be wise and virtuous, become great talents and shoulder great responsibilities, and strive to become a new person of the times who can shoulder the heavy responsibility of national rejuvenation, so that youth can bloom in the unremitting struggle for the motherland, the nation, the people and mankind."^[4] Whether contemporary college students can have the spirit of selfless dedication to the country and society has become one of the standards to measure whether they are qualified in the new era. The spirit of "selfless dedication, no regrets" in the red gene is of great significance to cultivating the dedication of contemporary college students.

The difficulties of integrating red genes into college students' ideological and political education

The red gene is of far-reaching significance to the ideological and political education of college students, but there are still many difficult problems to fully integrate the red gene with the ideological and political education of college students.

Diversification of values:

Under the background of highly developed information network, different ideas collide with each other, forming multiple values, and all kinds of information penetrate into all aspects of college students' lives through the network, which has a subtle influence on their moral evaluation, ideological concepts and value judgments, leading to difficulties in integrating red genes into college students' ideological and political education.

Insufficient research on red resources:

China is very rich in red resources, with a large number of red sites and historical stories. However, through investigation and research, it is found that some colleges and universities still do not study red resources deeply enough, and the application and teaching of red resources are limited to courseware, picture display or historical story sharing, lacking systematic and comprehensive research, which is difficult to arouse the interest of college students and make the red gene not be effectively passed down.

The methods are relatively simple:

Colleges and universities are the main positions to carry out ideological and political education for college students. The red gene education for college students is mainly conducted through centralized lectures, theme class meetings and special lectures. This teaching method is relatively simple, usually manifested in large-scale indoctrination, lacking interest and pertinence. Students' passive listening is often difficult to achieve the expected results, so that students' understanding of red genes often stays at a shallow level.

College students don't know enough about red genes:

Today, with the rapid development of the Internet, college students have lost themselves by pursuing material and spiritual comforts too much, and their views on the red gene have been deviated due to the lack of self-knowledge. In addition, the cultural infiltration and import of western countries in recent years have shaken their beliefs in Marxism and communism. College students don't have a deep understanding of the revolutionary years, so it's hard to imagine and experience the revolutionary martyrs' experience. Some college students even think that the outdated revolutionary spirit has derailed from the present era, which leads to the contradiction between their spiritual needs and the education of red genes, misunderstanding the value of red genes and low interest in learning.

The path of integrating the red gene into the ideological and political education of college students

In view of the current difficult problems, combined with the characteristics of contemporary college students, this paper studies the path of red gene integration from the following aspects in order to improve the effectiveness of ideological and political education for college students.

Integration into the ideological and political classroom:

Ideological and political course is the main position to carry out ideological and political education for college students, and the red gene has a high degree of fit with the ideological course itself, which is an important resource for ideological classroom teaching. Integrating the red gene into the ideological and political class systematically and scientifically can greatly improve the teaching effect of the ideological and political course and is also of great significance to the ideological and political education of college students^[5]. First, we should strengthen the systematic integration of red genes and ideological and political courses. At present, colleges and universities gradually pay attention to the importance of red genes for ideological and political courses, and also incorporate red genes into ideological and political courses, but the knowledge points are still scattered and involve less content, which makes the teaching effect poor. Therefore, colleges and universities should reasonably integrate red gene education into the teaching plan of ideological and political courses, optimize the course structure, and make red gene education more systematic and scientific. Second, we should enrich the teaching methods of the course. The traditional teaching method is relatively simple, which easily leads to students' low interest in learning, and it is difficult to achieve the effect of "getting into the mind". According to the

characteristics of college students, we can appropriately broaden the teaching methods, such as: combining theoretical education with field visits, combining offline teaching with online teaching, combining case teaching with film and television teaching, etc., so as to make the red gene education more vivid and achieve the effect of "getting into the brain and getting into the heart". The third is to improve the teaching ability and political literacy of ideological and political teachers. Ideological and political teachers are disseminators of red genes, so their ability and literacy are very important. On the one hand, schools should strengthen the guidance of ideological and political teachers and organize relevant professional knowledge training; On the other hand, in order to strengthen the education and management of ideological and political teachers, we must set an example and integrate the education of red gene into the usual classroom teaching and life, so as to enhance the appeal of red gene.

Integration into campus cultural activities:

Campus cultural activities are one of the important parts of campus life and play an indispensable role in the all-round development of college students. Combining red genes with campus cultural activities can not only enrich the content of campus cultural activities, but also exert a subtle influence on students through the development of campus cultural activities. First, set up a red gene education society or organization. Carry out a series of activities such as red story sharing meeting, red theme education reading meeting, red song competition, etc., so that college students can get in touch with red genes in many ways. Second, carry out practical activities of red gene education. True knowledge comes from practice. Participating in practical activities can make them feel the red gene and red culture personally, organize students to visit the Red Revolution Memorial Hall, sign up for volunteer lecturers, etc., and internalize the red gene into the minds of college students through practical activities. Third, organize lectures on red gene education. Invite alumni, experts and teachers in related fields to further deepen students' understanding and understanding of the red gene, so that it can truly become the inheritor and disseminator of the red gene.

Integration into campus network media:

Under the background of highly developed Internet, college students use online media more and more frequently, and online media has also become the main position to carry out ideological and political education for college students. Therefore, it is very important to construct campus network media, integrate red genes into campus network media and create a good campus network environment. First, build campus red micro-media. We can set up official school accounts through WeChat, Weibo, Tik Tok and other platforms, combine the points of interest of college students, and present the red culture through articles, micro-videos and other ways that students like, and also add some interesting activities to improve students' enthusiasm and initiative. Second, establish a special website on campus red gene education. Educational content should be political, educational and interesting, and be updated in real time to enhance the freshness of the website, and it can also arouse the emotional resonance of college students through pictures, sounds and videos. At the same time, we should also strengthen links with national and local red websites, such as "Red Gene Inheritance Network", "Su Hong Network" and "Red Culture Network", and push these websites to the students so that they can learn more about red culture. Third, the construction of campus network classroom. Fully tap the content of red gene education, combine the concerns of college students, and set up a special network course of red gene based on Marxist Institute to strengthen the ideological infiltration of college students and better meet their spiritual needs.

Improve the school system and mechanism:

The key to integrating the red gene into the ideological and political education of college students lies in the school, and the first thing the school should do is to improve the system and mechanism to provide guarantee for the red gene education^[6]. First, strengthen organizational leadership. The Party committee of the school should give full play to the core role of leadership, make overall arrangements for the work of red gene education, formulate work plans, clarify responsibilities, unify thoughts, form a linkage mechanism among various functional organs, colleges and other departments, make concerted efforts to do a good job in the work of red gene education for college students, and let the red gene penetrate into party building, teaching, scientific research and management. Second, strengthen the education of all staff. All faculty and staff in the school have the responsibility of educating people. Therefore, leading cadres, front-line teachers and canteen dormitory staff should contribute to the development of red gene education for college students. To strengthen the management and training of teaching staff in schools, on the one hand, we should raise their awareness of educating people and clarify their responsibilities, on the other hand, we should strengthen the cultivation of their comprehensive ability and guide them how to do it. In order to create a good atmosphere of red gene education, so that college students can inherit red genes in a subtle way. Third, smooth feedback mechanism. Establishing a scientific and effective feedback mechanism is an important means to ensure the effective development of red gene education. Schools can set up special feedback mailboxes and mailboxes for red gene education, collect students' opinions, find and solve problems in time, and improve the effect of red gene education.

Enhance college students' sense of identity with red genes:

Students are the main body to receive red gene education. The effect of red gene education is influenced by many factors, but students play the main role. First, strengthen education and guidance. By carrying out activities such as theme class meetings, lectures and reports, the red gene is rooted in the minds of college students by indoctrination. Second, do a good job in humanistic care. Adhering to the student-oriented concept, we should pay more attention to and help students, especially when they encounter difficulties, the school should provide help at the first time and give humanistic care. In

order to enhance their sense of identity with the school, and then enhance college students' sense of identity with the school to carry out red gene education. Third, stimulate interest in learning. Fully tap red genes, find students' concerns and interests through investigation and discussion, and carry out red gene education according to students' different characteristics, so as to stimulate students' interest in learning, change from "passive learning" to "active learning" and truly integrate red genes into the blood of college students.

Conclusion

The red gene is a valuable asset formed by the CPC in the process of realizing national independence and national prosperity. The unique spiritual connotation contained in it is an important starting point for the ideological and political education of college students in the new era. This article focuses on the difficulties faced by integrating the red gene into ideological and political education for college students. Based on the characteristics of teachers and students, combined with ideological and political classrooms, cultural activities, online media, mechanisms and systems, and ideological identity, a new path is explored to integrate the red gene with ideological and political education for college students. The integration of the red gene into the practice path of ideological and political education of college students can not only meet the challenges faced by the current ideological and political education of college students, but also actively respond to the request of General Secretary Xi Jinping to promote the inheritance of the red gene. As an important battlefield for carrying out ideological and political education, universities should shoulder the mission of inheriting and promoting the red gene, and cultivate new era college students who are both red, professional, and talented to achieve the great rejuvenation of the Chinese nation.

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