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Research on the path of integrating red culture into college students' moral education system from the perspective of new media

Chang Xu^{1,*}, **Futao Xiang**¹, **Gao Lei**², **Daoshen Xi**³

¹Anhui University of Finance and Economics, China

²Yanshan University, China

³Jiangtun Middle School Of Tengzhou, China

*Correspondence: xuchang@aufe.edu.cn (Chang Xu)

Abstract:

Moral education in colleges and universities, as a main way to cultivate people with morality, especially in the new era of the rapid development of science and technology and the wide application of new media, how to better improve the moral education system and strengthen moral education for college students has been widely accepted in recent years, attracted the attention to scholars. Taking five colleges in Gongqingcheng Science and Education City, Jiujiang City, Jiangxi Province as examples, this paper analyzes the current situation of the integration of red culture into college students' moral education from the perspective of new media, the problems existing in the path selection of five colleges, and proposes solutions for them, and for The path of other colleges and universities integrating red culture into the moral education of college students provides a reference for reference.

Keywords: red culture; new media; moral education; effective way.

1. Introduction.

Red culture is not only a kind of precious material wealth, at the same time, compared with material wealth, it is more important to us as a spiritual wealth. In general, red culture is derived from the wisdom crystallization created by the Communist Party of China and the general people in the development of modern society and history. The spirit of red culture is a truth that can stand the test of practice (XX, 2020). For the study of the concept of red culture, red culture emerged and developed in the practice of the two historical periods of the new democratic revolution and the socialist revolution, and it continues to develop continuously. It is a special cultural form and modern Chinese culture. The red culture is essentially different from other cultures. The most important feature is that the red culture is an advanced culture. Its status and role in China's education in the new era is self-evident, and it plays an important role in improving education with Chinese characteristics and improving socialist thought with Chinese characteristics (XX, 2020). The concentrated expression of red cultural resources is a distinct social ideology and spirit, such as Jinggangshan spirit, Yan'an spirit and other red spirits.

In recent years, red cultural education has been highly valued by China. General Secretary Xi Jinping advocated that educators should inherit and carry forward the red culture, and integrate the red culture into the moral education practice of the majority of young students, so as to lay the foundation for building China into a cultural power in the new era. The moral education status of college students is inestimable to their personal development and the extent to which they can contribute to society in the future. Studying red culture from the perspective of new media and using the methods that college students are willing to accept and accept can promote red culture to be better accepted by young students.

Using new media to integrate red culture into the moral education system of college students is conducive to inheriting and promoting red culture. Through the study of red culture, college students can understand the deeds experienced by the party and the people in a specific historical period and the spiritual quality behind the red culture. In turn, it will help college students continue to carry forward in inheritance, and promote the combination of red culture and reality in the new era to forge new era values.

Therefore, studying how the red culture is integrated into the moral education of college students will help to promote the all-round common development of college students' morality, intelligence, physique, beauty and labor. At the same time, it is also conducive to the

continuous innovation, development and progress of the construction of ideological and political courses in colleges and universities, making the ideological and political courses in colleges and universities more relevant to the development of the times.

2. Analysis of the current situation of the integration of red culture into the moral education of college students.

2.1 Research location.

The research site selected the Gongqingcheng Science and Education City in Jiangxi Province. The city is located in Nanhui New Town, Gongqingcheng City, Jiangxi Province, on the shore of Po Lake. Five independent colleges of Nanchang Business College Of Jiangxi Agricultural University , Nanchang University Science and Technology College, Nanchang Aviation University Science and Technology College, Jiangxi University of Finance and Economics of Modern Economics and Management College, and Jiangxi Normal University Science and Technology College in the Communist Youth Science and Education City have been put into use. More than 60,000 teachers and students. The survey adopts the method of random sampling and surveys 500 college students. Through online questionnaires and face-to-face interviews, college students were asked questions about red culture and other aspects.

2.2The Value Identity and Motivation of Red Culture.

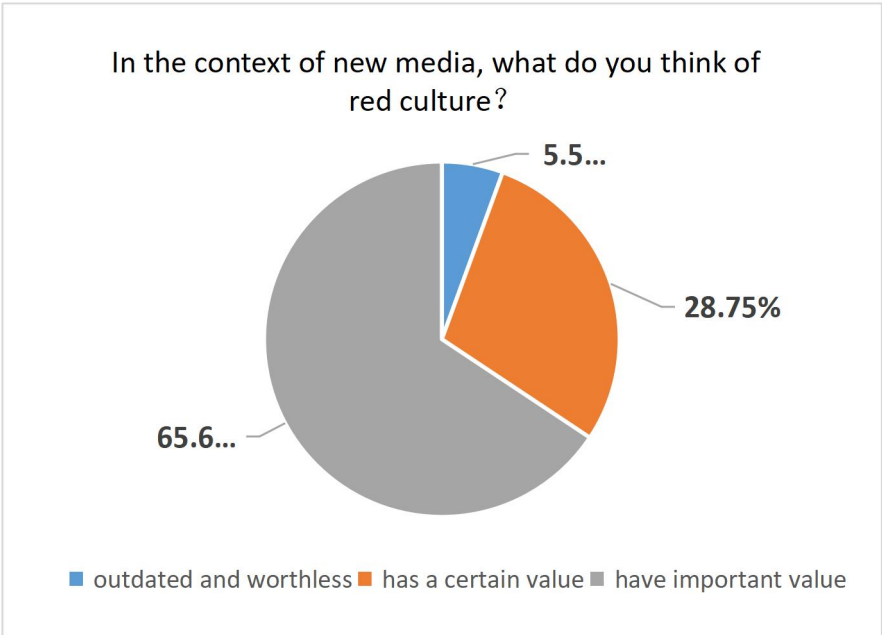


Figure 1 In the context of new media, what do you think of red culture?

As shown in Figure 1: On the question of "In the context of new media, what do you think of red culture?", 65.60% of college students believe that red culture has important value; 28.75% of college students believe that red culture has a certain value; and 5.65% of college students believe that the red culture is outdated and worthless.

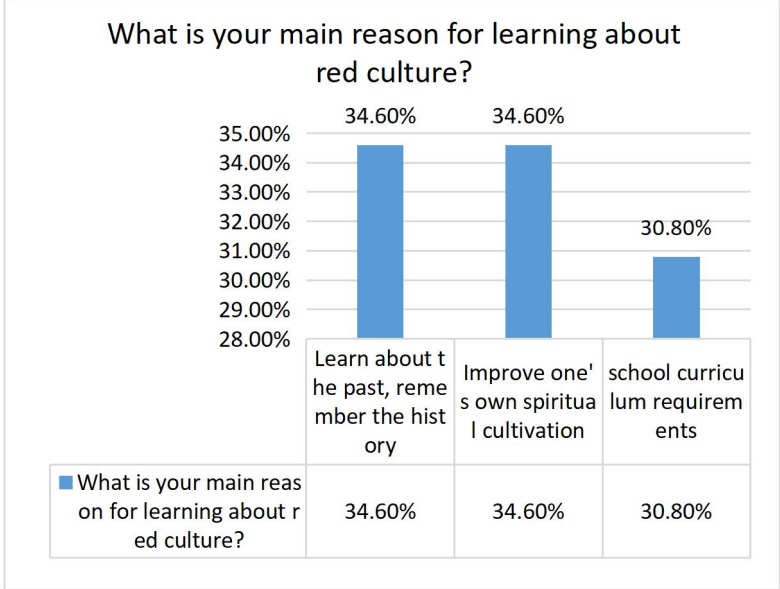


Figure 2 What is your main reason for learning about red culture?

As shown in Figure 2: For the question "What is your main reason for learning about red culture?", the statistics of the answer options show that 34.60% of the college students personally study the red culture mainly because they want to learn about the past and memory the history; 34.60% of college students study red culture to improve their spiritual cultivation; 30.80% of college students study because of school curriculum requirements.

2.3The role of new media in the moral education of red culture.

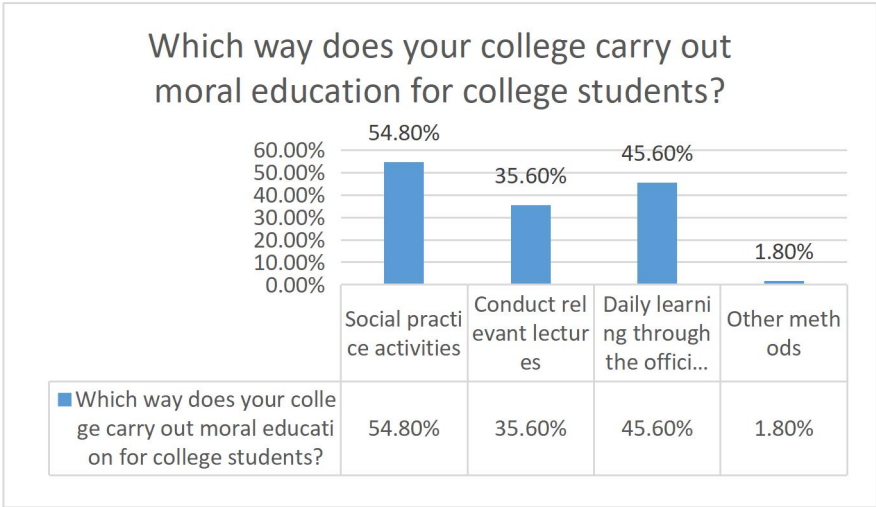


Figure 3 Which way does your college carry out moral education for college students?

As shown in Figure 3: in the multiple-choice question "Which way does your college carry out moral education for college students?", 54.80% choose to go through social practice activities; choose to carry out relevant lectures this way The proportion of 35.60%; and the proportion of choosing the way of daily learning through the official account reached 45.60%.

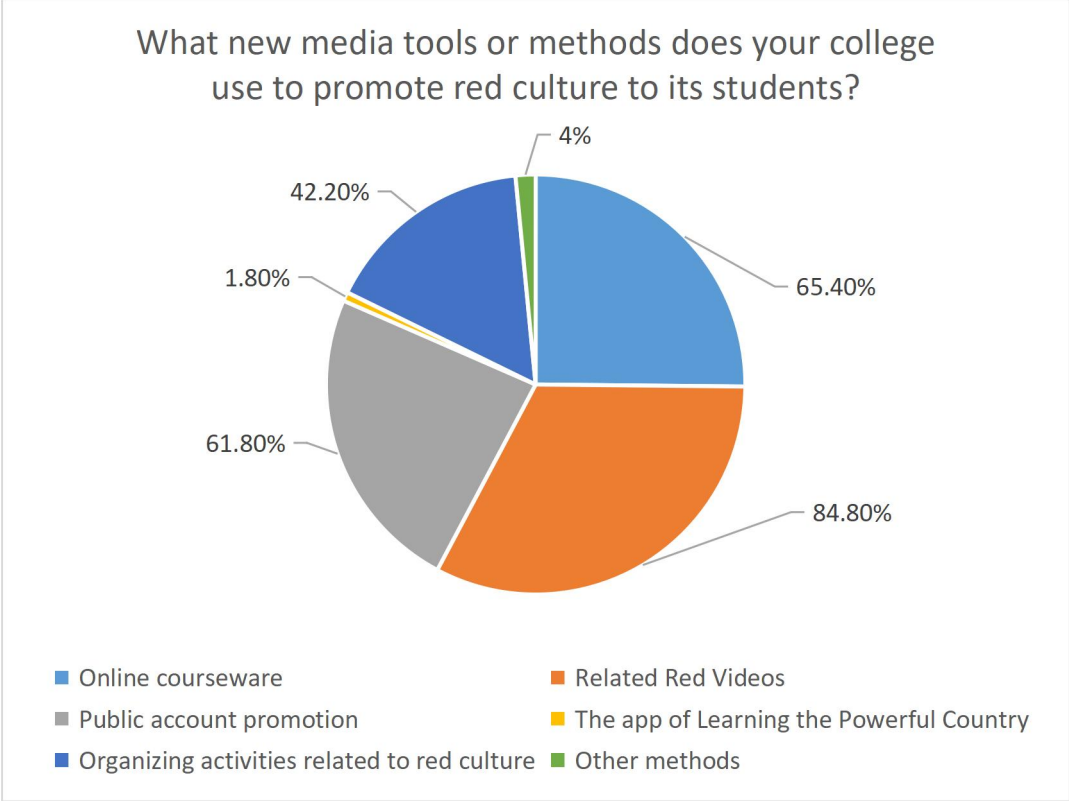


Figure 4 What new media tools or methods does your college use to promote red culture to its students?

As shown in Figure 4: in the multiple-choice question "What new media tools or methods are used by your college to promote red culture to students at school?", 65.40% of college students chose online courseware; 84.80% of college students chose Related red videos; 61.80% of college students chose public accounts for publicity; 1.80% of college students chose the app of learning the powerful country; 42.20% of college students chose to hold red culture-related activities; and 4.00% of college students chose other methods.

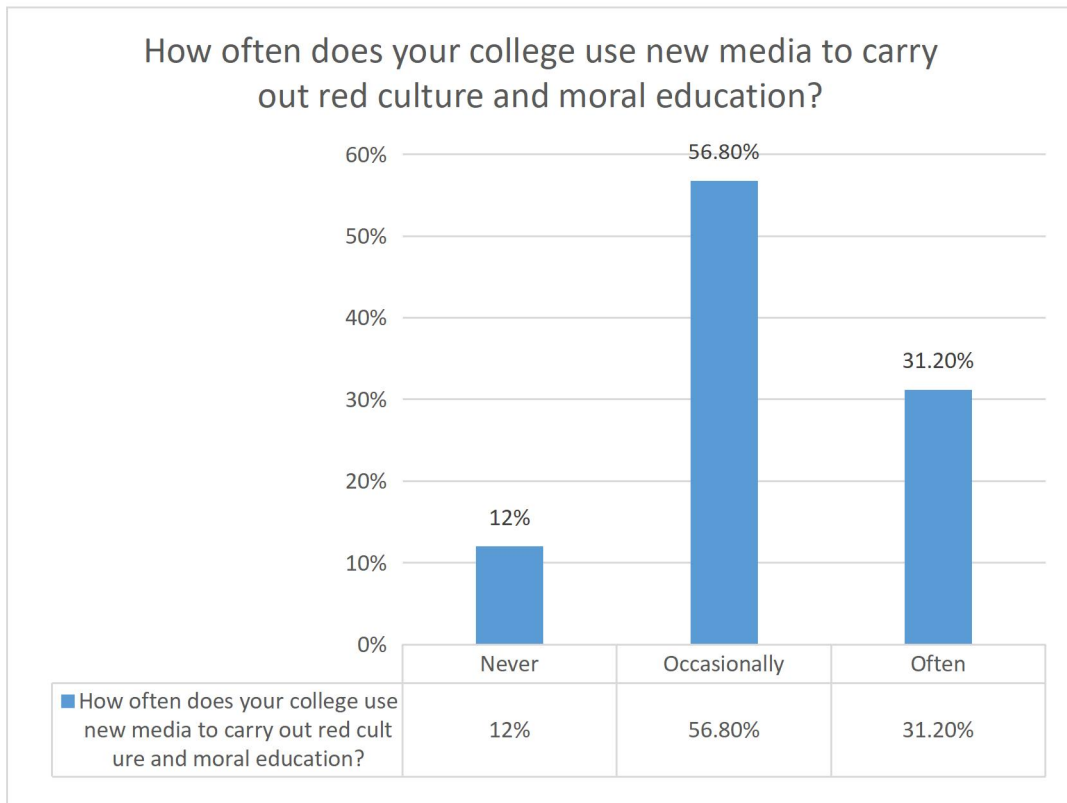


Figure 5 How often does your college use new media to carry out red culture and moral education?

As shown in Figure 5: in the question "How often does your college use new media to carry out red culture and moral education?", 31.20% of the college students chose to often; 56.80% of the college students chose to occasionally; and 12% of college students choose schools that never use new media to carry out red culture and moral education.

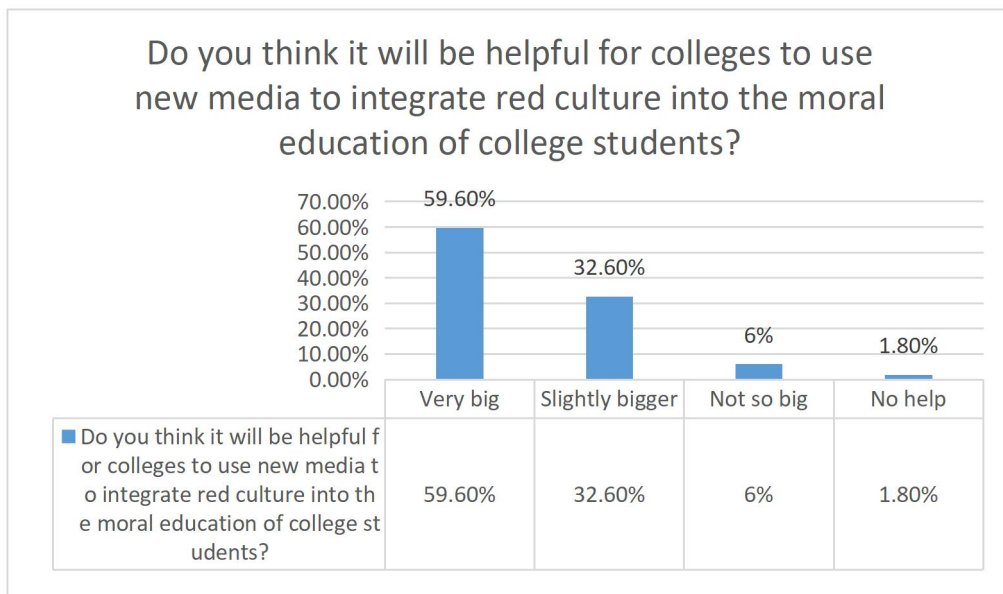


Figure 6 Do you think it is helpful for colleges to use new media to integrate red culture into the moral education of college students?

As shown in Figure 6: In "Do you think it is helpful for colleges to use new media to integrate red culture into the moral education of college students?", the proportion of very large choices accounted for 59.60%; the proportion of slightly bigger choices was 32.60%; the choice was not too large The proportion of 6.00%; and the proportion of choosing no help also accounted for 1.80%.

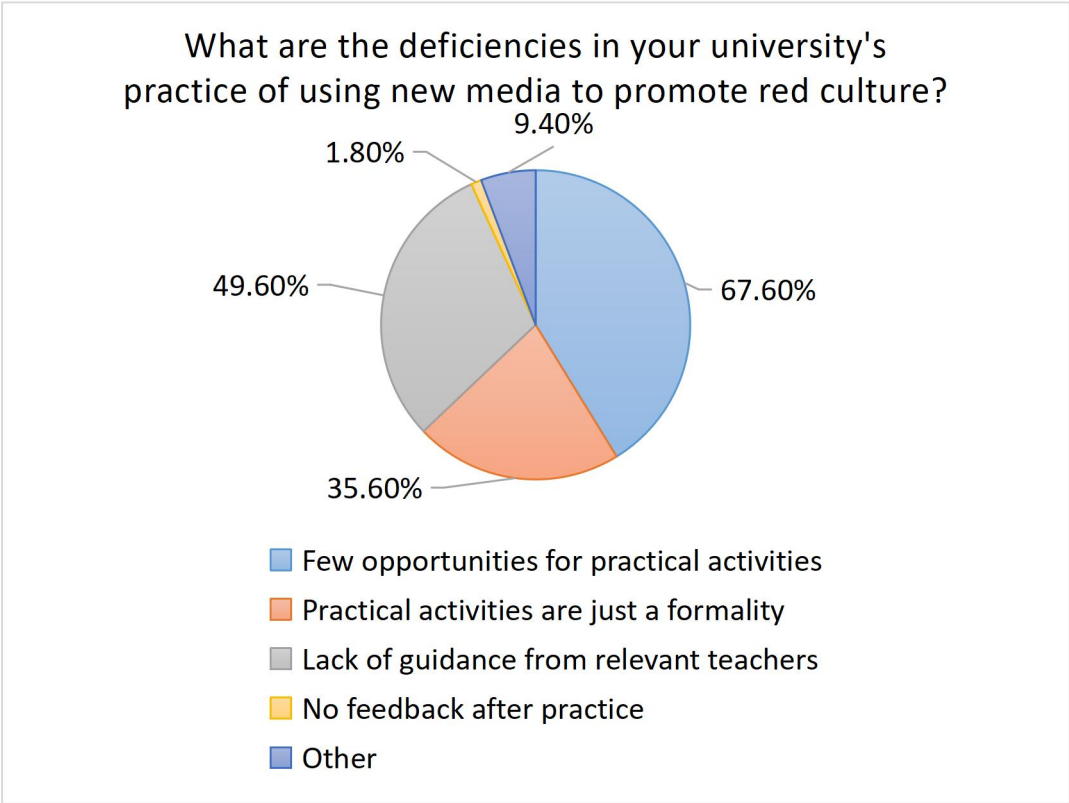


Figure 7 What are the deficiencies in your university's practice of using new media to promote red culture?

As shown in Figure 7: In the multiple-choice question "What are the deficiencies in your university's practice of using new media to promote red culture?", 67.60% of college students believed that there were too few opportunities for practice activities; 35.60% of college students think that the practice activities are just a formality; 49.60% of college students think that there is a lack of guidance from relevant teachers; 1.80% of college students think that there is no feedback after practice; and 9.40% of college students choose other.

3. Problems and reasons for the integration of red culture into moral education in Gongqingcheng Science and Education City.

3.1 Insufficient enthusiasm and motivation to implement red cultural education.

According to the feedback on the survey results of the five colleges, the frequency of the five colleges using new media to carry out red culture and moral education is generally carried out occasionally, and only a small part of colleges carry out regular activities, which reflects that colleges use new media technology and tools to carry out red culture and moral education. The system of integrating red culture into the moral education of college students is not perfect. The enthusiasm for implementing red cultural education is insufficient. First of all, it may be reflected on the fact that colleges and universities may not fully realize the importance of red culture to the moral education of college students. Instead of integrating red culture into the moral education system of college students by using new media technologies and tools, it uses traditional methods of moral education for college students to carry out daily moral education. Secondly, the red culture teaching staff in colleges are not strong enough, and there is a shortage of teaching staff construction. Teachers related of red culture education have low professional quality and do not understand the boundaries between red culture and historical culture. They confuse red culture educational activities with the study of historical and cultural knowledge, and to a large extent red culture education Positioning it as historical and cultural education has lost the meaning of red cultural education.

The insufficient initiative of colleges and universities to implement red culture education is mainly reflected in the lack of close connection between theory and practice. In the five colleges and universities of the Communist Youth League, it is common to combine ideological and political courses. The arrangement of a series of courses in red culture shows that theory and practice are not closely connected question.

3.2 The initiative to accept red cultural education is not strong.

From the survey conducted on the college students of the five colleges and universities in the Communist Youth League, it can be seen that the college students of the five colleges and universities have a certain degree of difference in the cognition of the red culture, and the low understanding of the red culture is also reflected on the side. The college students in the five colleges and universities are not motivated enough to receive red culture education, so that the red culture cannot be better integrated into their moral education system through new media technologies and methods. The main factor affecting the initiative of college students to accept red culture education is whether to promote red culture through new media technology and method innovation. For college students, new media technology not only becomes an important part of their lives, but also provides a richer and more diverse way for red culture to integrate into moral education. According to the survey data, 75.80% of college students use

mobile phones (computers) for more than 6 hours a day. In the survey on "Which way did you prefer to learn red culture?", as many as 95% of college students choose to be willing to pass Learn using the tools of new media, not the traditional way. However, the current form of learning of red cultural education in the five colleges in Gongqingcheng is still mainly based on the traditional teaching form, which is far from attractive to the college students in the new era, and cannot stimulate the students. The interest of college students in learning has led to the continuous reduction of the initiative of college students to accept red cultural education.

3.3 The atmosphere of the educational environment is not strong.

The influence of the atmosphere of the educational environment on learning is very obviously. A good educational environment can make red culture education more effective, and it is also conducive to better integrate red culture into the moral education of college students from the perspective of new media. The educational environment atmosphere referred to here refer to the learning atmosphere of the red culture in the five colleges in the Communist Youth League. It is not difficult to see from the investigation and research of the five colleges in the Communist Youth League. The performance is that the college students do not have a real grasp of the knowledge of red culture they have learned. Learning red culture in school is only to ensure that they pass the exam in this subject, and the school's red culture-related courses is only in accordance with national regulations. It does not set up more red cultural courses according to the specific actual situation of their respective colleges and the situation of college students' moral education. This is obviously far from enough to integrate red culture into the moral education system of college students. In addition, the existing red culture courses use traditional forms and do not play the role of new media.

3.4 Flexibility of educational methods and insignificant effects.

The results of the investigation show that, first of all, in terms of form, the red culture education in some colleges are too rigid, and the teaching methods have been unable to keep up with the pace of the times, thus lacking pertinence and effectiveness. According to the feedback from the college students, the way teachers of related courses of many colleges still follow the long-standing rigid and stereotyped form, such as scripted teaching, outdated teaching plans, even the same teacher uses the content and methods of lectures for different classes of college students are no different. Secondly, in these colleges, red culture is generally used as a public course, and college students do not pay much attention to and interest in it. In addition, in specific teaching, the pure theoretical education of red culture is

too boring. Lack of innovation, to a large extent, ideological and political courses such as red culture are only mere formalities and have not really been implemented. This will make the effect of red culture education unsatisfactory, and there will be less and less new effects and achievements.

4. An Effective Way to Incorporate Red Culture into College Students' Moral Education.

4.1 Improve the education mechanism and open up new media fields to implement thematic education.

The ultimate purpose of education is to cultivate people's all-round development. Education in higher education institutions should not only stop at the study of theoretical culture, but at the same time should combine theory of concrete practice, innovate a new model of teaching interaction, and better to promote the improvement of the quality of college students. For colleges and universities to integrate red culture into the moral education of college students from the perspective of new media, it is urgent to improve the relevant education mechanism and actively explore how to better integrate red culture into college students through theme education activities in the field of new media.

First of all, to improve the education mechanism, it is necessary to pay attention to the construction of red culture teachers. The weakness of red culture teachers is particularly evident in this survey and research. It is manifested in the insufficient number of professional teachers and the inability of teachers to integrate red culture into the moral education of college students lack of relevant teaching and practical experience and so on. Pay attention to the construction of the teaching staff, strengthen the training and education of teachers, promote the professionalization of the teaching staff, and make it attach importance to enhancing the new empowerment of the role of red culture and moral education through new media technologies and tools. Only by perfecting the red culture and moral education mechanism in colleges and improving the construction of the teaching staff can us really improve the enthusiasm for implementing the red culture and moral education.

Secondly, in the process of improving the red culture education mechanism in colleges, constantly open up new media fields to implement the theme of red culture and moral education, and advocate the combination of theory and practice. Jiangxi Province is very rich in red culture and education resources. Most of the colleges in the Gongqingcheng City under

the jurisdiction of Jiangxi Province do not make full use of the resources. Nanchang Business College of Jiangxi Agricultural University has done the most comprehensive and systematic work in the moral education of red culture. In recent years, Nanchang Business College of Jiangxi Agricultural University has actively explored ways to integrate red culture into the moral education of college students, and has used new media technology in a mature and systematic manner to reform and innovate the school's red culture and moral education mechanism. It is highlighted in the daily ideological and political education that the moral education of students is always placed in a crucial position. On the basis of curriculum learning, it is vigorously advocated to integrate the theoretical knowledge learned into practice, and to promote the combination of theory and practice. Guided by theory, it has truly realized the integration of red culture into the moral education of college students from the perspective of new media.

4.2 Establish new media media thinking and enhance the initiative of red culture learning.

To establish the media thinking of new media, we must first improve the media literacy of college students. Under the background of the era of new media, the college students in the five colleges in the Communist Youth League have been exposed to a large number of new media and the ways of using new media are rich and high. But the final decisive factor is whether the current red culture and moral education in colleges are carried out in a form that is popular among college students, and whether it is educated through new media.

Based on the premise of establishing new media media thinking, the college students themselves should also correct their attitude to learning about red culture. In the research and investigation into college students in Gongqingcheng Science and Education City, it was found that there are differences in the degree of identification of college students with red culture, and the differences are relatively Obviously, first of all, we must correct the learning attitude to red culture, and regard learning red culture as an important way to improve self-morality. The second is to correctly treat and pay attention to the red culture courses of colleges, and not only study them as a need to meet the needs of course examinations.

To enhance the initiative of learning red culture, we can use new media to carry out learning and education. The college students of the five colleges in Gongqingcheng Science and Education City are more willing to accept the perspective of learning red culture from the perspective of new media. They can adopt the method of learning the power of the country

APP and campus culture learning public account form of daily learning. The way of adapting to the new media of college students' hoped not only to improve the enthusiasm for college students to learn, but also helps the positive impact on red culture on the moral education of college students.

4.3 Strengthen cultural confidence and create a good educational atmosphere in the new media space.

Use new media to inherit and carry forward red culture, and strengthen the confidence in red culture in the space field of new media. To create a good learning atmosphere in colleges and universities, first of all, colleges must strengthen cultural self-confidence in the space field of new media, and strengthening cultural self-confidence means that the integration of red culture into moral education needs to be paid enough attention. As well as the rules and regulations of ideological and political learning, they have strengthened their cultural self-confidence. Cultural self-confidence is not achieved overnight. It requires a process. This process is inseparable from creating a good educational atmosphere. In the process of creating a good educational atmosphere, building a new media platform will help college students build cultural self-confidence, such as on campus. Regularly hold lectures and practical activities on the moral education of red culture; from time to time, update the electronic large-screen propaganda column on the campus about the knowledge of red culture and some heroic deeds of revolutionary martyrs, touching or interesting life scenes, etc. highlighting the importance of red culture spiritual essence; appropriately increasing the proportion of red culture in learning, etc. The application of new media in the integration of red culture into college students' moral education can greatly enhance the recognition of red culture among college students.

4.4 Use new media to forge efficient classrooms and enrich the connotation of moral education.

According to the investigation and research of the five colleges in the Communist Youth League, it can be seen that the methods of moral education of red culture are generally inflexible in colleges, so the final effect is not significant enough. It is necessary to change the traditional theoretical instillation and pressure-filling classroom learning methods. This method of education makes teachers as indoctrinators to forcibly instill unidirectional indoctrination of college students, and college students have become passive recipients. First of all, colleges and universities can carry out "micro-classes" according to the actual situation

of specific curriculum arrangements, seize the love and important role of college students in online new media tools, and use the new media software familiar to college students such as XueXitong APP, China University MOOC, DingTalk, etc. Professional teachers can teach courses by registering public accounts, carry out innovative measures to interact with college students live online, and use the methods that college students are willing to accept to learn red culture, so as to reduce the resistance of college students. The high-efficiency classroom forged by the application of new media can improve the ability of college students to accept red culture, enrich the way that red culture is integrated into moral education, and improve the realistic connotation of moral education.

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