



Analysis of the Significance of Promoting College Students' Red Cultural Identity

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Abstract: College students are the hope and motive force of social development in the future. To improve the red cultural identity of this group is helpful to deepen their correct cognition of the “four Histories”, guide them to set up firm ideals and beliefs, and enhance their cultural confidence.

Keywords: College Students; Red Culture; Cultural Identity

Culture is the soul of a country and a nation. Culture invigorates the country, and culture strengthens the nation. Cultural identity is an individual or group's full affirmation and active practice of the cultural value and vitality of a nation. It is a more basic, broader and deeper cultural confidence. Red culture was born in the era of revolution and matured in the period of construction and reform. It carries the historical record of the rejuvenation of the Chinese nation in the past hundred years and contains profound revolutionary feelings and cultural connotations^[1]. It is an important part of socialist culture with Chinese characteristics. As the hope and power of future social development, college students' red culture identity is not only relevant to their own healthy growth, but also affects the construction of cultural power and the realization of the Chinese dream.

1. The enhancement of college students' red cultural identity is helpful to deepen their correct cognition of the “four Histories”

The red culture education for college students and the enhancement of their sense of identity will help deepen their correct cognition of the “four Histories”.

On the one hand, improving college students' red cultural identity is helpful to clarify their historical context. The formation of college students' red identity is a gradual process, which needs to process a lot of political “raw materials” to form emotional tendency, and then promote political psychology, drive political behavior, and finally form political identity. Contemporary college students are mainly the “post-00s” group, who grew up in an era of peace and development, far from the revolutionary war era, and it is difficult to have emotional resonance to the values advocated by the red culture^[2]. Especially along with the globalization trend, all kinds of social ideological trend, value idea, politics and mutual reaction, due to the less social experience and on the contemporary university ideological discrimination ability is weak, vulnerable to value conflicts and cultural identity issues, even a small number of students have an “red theory outdated theory” useless “red culture”, etc. In the new era, strengthening college students' red culture education and enhancing their identification with red culture will help students to more vividly and intuitively experience the struggle course of Chinese revolution, construction and reform and comprehend the charm of red culture.

On the other hand, to improve college students' red cultural identity is helpful for them to grasp the direction of historical development. The world today is undergoing profound changes unseen in a century^[3]. The world is moving towards multi-polarization, economic globalization and cultural multi-polarization, and the domestic and international situations are undergoing profound changes. As a new cultural form in the process of Sinicization of Marxism, red culture

has witnessed the great course of the Communist Party of China from scratch, from small to large, from weak to strong, and is the precious spiritual wealth of the Chinese nation. By learning red culture, college students can sum up the party's policies, experience and lessons in various periods, so as to scientifically grasp the historical position of our country. Red culture is the spiritual strength supporting the CPC's struggle and the inexhaustible driving force supporting the Arduous struggle of the Chinese nation. College students are the mainstay of socialist construction, so it is particularly important for college students to identify with Chinese culture.

2. Improving college students' red cultural identity is helpful to guide them to establish firm ideals and beliefs

As a cultural form with Chinese characteristics, red culture is an advanced culture created and preserved by the Communist Party of China under the guidance of Marxist theory and led by the masses in the practice of revolution, construction and reform. It reflects the century-old struggle of the Party and contains very rich revolutionary spirit and cultural connotation. College students are in the "booting stage" of life, so to enhance their recognition of red culture is helpful to guide them to set up the correct political direction and shape noble moral sentiment^[4].

On the one hand, strengthening college students' red cultural identity is helpful to guide them to set up the correct political direction. As the process of increasing globalization, multi-cultural collide with each other, some wrong values in social communication affect healthy growth of students, some students appear in different degree fuzzy ideal and faith, distort, independent consciousness, value orientation, moral misconduct were some problems, the ideological and political education in the new times put forward new challenge.^[5] Red culture was formed in the period of the New-democratic revolution when the Chinese people fought against imperialism and feudalism and tried to overthrow the "three mountains". It embodies the Chinese Communists' lofty spirit of indestructibility, hard work, dedication and unremitting self-improvement and the belief of revolutionary heroism^[6]. Through the edification and rendering of red culture to college students, it is helpful to guide them to firmly believe in Marxism and set up the correct political direction.

On the other hand, the enhancement of college students' red cultural identity is helpful to shape their noble moral sentiment. Red culture is the Chinese communist party led the Chinese people in the revolutionary construction in the great practice of reform to create advanced culture, has the fine revolutionary tradition and rich cultural connotation, different periods show the red culture as the important carrier to carry out moral education in the universities and the natural materials, helps to cultivate college students' good moral quality^[7]. Such as the formation of the revolutionary period of "not afraid of danger, not afraid of sacrifice" spirit of heroism is conducive to the cultivation of college students Marxism firm belief and triumphalism; during the period of socialist construction, the fine style of "patriotic dedication, courage forward" is helpful to cultivate the deep patriotism of college students. The national spirit of "brave to climb and brave the wind and waves" formed in the period of reform and opening up helps to cultivate the innovative spirit and the spirit of hard struggle of college students, prompting them to actively forge ahead and strive for the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

3. Enhancing college students' red cultural identity is helpful to enhance their cultural confidence

As an important part of socialist culture with Chinese characteristics, red culture is in the same line with excellent traditional Chinese culture and advanced socialist culture. In the face of western cultural invasion, guiding college students to understand and identify with red culture is helpful to enhance college students' confidence in socialist culture with Chinese characteristics.

On the one hand, red culture is the continuation and development of fine traditional Chinese culture. The Chinese culture has a long and profound history. In the long river of historical development, it has accumulated the most distinctive spiritual endowment and cultural gene of the Chinese nation, representing the unique spiritual identity and profound ideological connotation of the Chinese nation^[8]. Red culture is the product of the combination of excellent Traditional Chinese culture and Marxist culture, which inherits abundant traditional Chinese cultural factors.

On the other hand, red culture is an important cultural foundation of advanced socialist culture. Advanced culture

refers to the positive and healthy culture that conforms to the fundamental interests of the people and can keep up with the trend of the times^[9]. It has different forms and contents in different historical periods. For example, the socialist construction period, the main task of the red culture from the revolutionary struggle to “serve the socialist” culture, comrade Mao Zedong put forward “double hundred schools of thought contend, the flowers” policy and “serve the people, serve the socialist” secondly, direction, vigorously promote the vigorous development of socialist culture. With the deepening of reform and opening up, various cultural trends of thought interweave, blend and clash with each other.

As the culture of the new era, red culture has always adhered to the combination of Marxist theory and Chinese reality, and made great efforts to build an advanced socialist culture with Chinese characteristics. It can be seen that in different historical periods, red culture is an important foundation for the construction of advanced socialist culture and the core culture guiding the people to strive for national independence and liberation. Therefore, guiding college students to understand the development tasks of red culture in different periods is helpful to strengthen their cultural confidence.

With the development of economic globalization, western democratic politics, cultural products and social trends have flooded into China with the help of the Internet, impacting the security of socialist ideology. Some college students are active in thinking, immature in political values and susceptible to political behavior. Therefore, college students are vulnerable to the negative impact of these Western values, which impact college students’ thoughts, erode their red cultural identity, and further endanger social stability. The mental outlook of college students reflects the mental state of the whole society, and to make the whole social outlook positive, we must start from the source. As the general secretary said, “It’s just like wearing clothes. If the first button is wrong, the rest will be wrong.” The reason is that the improvement of college students’ red cultural identity requires the joint action of society, universities, families and individuals.

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