

Research on Integrating Revolutionary Culture into Ideological and Political Education in Colleges and Universities in the New Era

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Abstract—As the revolutionary culture is the valuable spiritual wealth of the Communist Party of China (CPC) from overcoming multiple difficulties and challenges, an outstanding achievement of the sinicization of Marxism, the traditions of revolution therein are important carrier of ideological and political education in colleges and universities in the new era. Containing the essence of Marxist ideology, the spirit of hard work and fearless sacrifice, the revolutionary culture is the inheritance and innovation of excellent traditional culture, and the endogenous power of cultural self-confidence. At present, the realization of the value function of the revolutionary culture in the ideological and political education in colleges and universities is faced with actual challenges such as the infiltration of western ideology, the lack of the subject function of colleges and universities, and the limitation of network communication. Giving full play to the main channel of ideological and political courses, strengthening the educational joint forces of revolutionary culture and campus culture, and innovating the revolutionary culture communication platform are the necessary ways to promote the revolutionary culture education.

Index Terms—Revolutionary culture, ideological and political education, new era, ideology

I. INTRODUCTION

Xi Jinping says, “The traditions of revolution must be inherited. The Chinese nation has experienced many ups and downs and created many miracles in its development from standing up, getting rich and is becoming strong. We should let future generations remember that we should not forget our original aspiration and never lose our way and direction” [1]. The revolutionary culture that contains the revolutionary belief, revolutionary spirit, revolutionary morality and other elements, is the valuable spiritual wealth of the Communist Party of China (CPC) from overcoming difficulties and hardship, and a very valuable educational resource for colleges and universities in the new era. Youth is the hope of the country, the future of the nation, and the important subject of inheriting the traditions of revolution. Deeply exploring and analyzing the rationality of integrating the revolutionary culture into the ideological and political education in colleges and universities in the new era and the current difficulties faced are the necessary path to enhancing the effectiveness of the revolutionary culture.

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II. ANALYSIS ON THE RATIONALITY OF INTEGRATING REVOLUTIONARY CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

Xi Jinping has paid many visits to the sacred places that are of great significance to the Chinese revolution. At the same time, he stressed that the revolutionary culture “provides profound strength for the construction of ideological and political theory courses” [2]. Therefore, only on the basis of in-depth analysis of the cultural texture of the revolutionary culture, can we increase the persuasiveness of integrating the revolutionary culture into ideological and political education in colleges and universities.

A. Containing the Essence of Marxist Theory, the Revolutionary Culture Provides the Inevitability for Integrating Ideological and Political Education

The evolutionary culture is a unique cultural form that grows up from the combination of Marxist theory with the Chinese revolution, construction and reform. From the theoretical essence of the revolutionary culture, first, the revolutionary theory, as the ideological core of the revolutionary culture, is highly scientific. “Without revolutionary theory, there can be no revolutionary movement” [3]. The CPC is a party armed with Marxist theory, which provides a scientific world outlook and methodology to guide its revolution, and whose value is powerfully manifested by the final victory of the Chinese revolution, creating a revolutionary culture highly consistent with the revolutionary value orientation. Second, as the value core of the revolutionary culture, the lofty ideal of communism is highly revolutionary. All the theories and struggles of Marxist political parties should be committed to realizing the fundamental interests of the overwhelming majority of the people, and creating a communist society where material wealth is in enormous plenty, the spirit of the people at high level, and everyone can have free and all-round development. Xi Jinping pointed out: “The reason why the CPC is called the Communist Party is that our party has established communism as an ambitious ideal since its founding” [4]. The birth of the revolutionary culture has always been permeated by the firm common ideal of socialism with Chinese characteristics and the lofty ideal of socialism, which is revolutionary in line with Marxism.

From the concrete practice of the revolutionary culture, the revolutionary culture has distinct ideological functions. First, historical materialism specifies that the economic foundation determines the superstructure, and that culture is an important part of the superstructure. At the same time, the revolutionary

culture, as a spiritual force, can be externalized into specific actions of people, and has the function of transforming the thoughts and behaviors with heterogeneous characteristics into homogeneous characteristics. Second, "The real strength of the revolutionary culture lies in the capability of manipulating the revolutionary masses" [5]. Making the masses its subject, and once accepted by them, the revolutionary culture will be transformed into a powerful ideological weapon. Marx emphasized that by carrying out certain ideological propaganda and education to the proletariat, the revolutionary theory should be instilled into them, "The Communist Party does not neglect to educate workers to be as clearly aware of the opposition between the bourgeoisie and the proletariat as possible" [6]. Whereby the practice of the leadership of the revolutionary culture could be achieved.

B. Containing Excellent Elements of Excellent Traditional Chinese Culture, the Revolutionary Culture Provides the Possibility of Integrating Ideological and Political Education

The excellent traditional Chinese culture is the background of revolutionary culture, and the revolutionary culture is the inevitable product of it. General Secretary Xi Jinping stressed, "The excellent traditional Chinese culture is the spiritual lifeline of the Chinese nation, an important source of cultivating the core values of socialism, and an important source for us to stand firm in the world cultural turmoil" [7]. The traditional philosophy of the isomorphism of family and country determines the unconditional patriotism of the Chinese people and has become the raw power for the inheritance and innovation of the excellent traditional Chinese culture. The revolutionary culture is the continuation and development of the excellent traditional Chinese culture, the unremitting pursuit of the value of the Chinese nation, and the inexhaustible spiritual power created and injected by the Chinese people. After five thousand years of accumulation, it is still shining today. Both the material culture in the revolutionary culture, such as words and language, and the spiritual culture, such as values and moral character, embody Marx's historical materialism, the spirit of seeking truth from facts, humanism, and hard struggle, and are valuable wealth for the continuous renewal and development of the Chinese nation.

In a sense, the revolutionary culture is an important step forward from the excellent traditional Chinese culture to the advanced socialist culture, playing a connecting role. The birth of the CPC has made the excellent traditional Chinese culture begin to transform into a national, scientific and popular new democratic culture. Keeping abreast with the development of the times, the CPC has always integrated into the great practice of socialist revolution, construction and reform the concept of benevolence, people-oriented thinking, harmony concept and the idea of Great Harmony that are included in the excellent traditional Chinese culture, which has provided fertile soil for the cultivation of the revolutionary culture. National self-improvement stems from a high degree of cultural self-consciousness and self-confidence. Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping as its core has repeatedly stressed,

"Cultural confidence represents a fundamental and profound force that sustains the development of a country and a nation." It is not empty talk to enhance the cultural self-confidence of college students in the new era. The excellent traditional Chinese culture has provided a solid theoretical and spiritual basis for the birth of the revolutionary culture, and a strong spiritual motivation and belief support for our cultural confidence today.

C. Containing Revolutionary Spirit and Character, the Revolutionary Culture Provides the Necessity for Integrating Ideological and Political Education

The development of the revolutionary culture has gone through a number of historical periods, during which, based on the experiences, the cultural theory of the CPC has summarized many valuable revolutionary spiritual characters in practice. In the period of Modern China, influenced by various thoughts and theories, the Chinese revolution was on a losing streak. However, with the introduction of Marxism into China after the October Revolution, the CPC was born, which guided the Chinese revolution to win time and again, and also gave birth to the revolutionary culture. The Revolutionary culture contains the elements of truth and the people's position. In the long-term New-Democratic Revolutionary Struggle, a series of great revolutionary spirits, such as the May 4th spirit, the Red Boat spirit and the Yan'an spirit, were born, which become the essence of the revolutionary culture. At the age of 27, Mr. Li Dazhao devoted himself to the youth movement with revolutionary spirit, and wrote the essay "Youth", in which he said "I wish that our dear young people, in spite of being born and dead in youth, would go forward without looking behind, turn their backs to the darkness and have their faces toward the light, advance civilization for the world, and create happiness for mankind," which showed the determination of the great revolutionary ambition set up by Li Dazhao and other older generation of revolutionaries in their youth.

The revolutionary culture is the source for college students to cultivate their own moral quality and establish socialist lofty ideals in the new era. It is also the cultural wealth for ideological and political education in colleges and universities to play an important role in establishing virtue and cultivating people. At present, with the in-depth development of social information, contemporary college students are faced with many practical puzzles, such as the academic, emotional, interpersonal problems and so on. Therefore, it is the primary task of ideological and political education in colleges and universities to guide them to closely combine their personal pursuit with the great rejuvenation of the Chinese nation. The profound revolutionary character that highly condenses the spiritual elements of struggle, innovation, dedication, patriotism, etc., and that provides spiritual support for generations of CPC people to open up the path of socialist culture development with Chinese characteristics, contains the value concept of personal and social relations, the collective value pursuit and positive and enterprising attitude of life, which is conducive to the cultivation of students' values by ideological and political education in colleges and universities.

III. REALISTIC DILEMMA OF INTEGRATING REVOLUTIONARY CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

In recent years, colleges and universities have paid more attention to ideological and political education, and to the educational role of red culture, especially revolutionary culture, in ideological and political education at the same time. However, the current domestic and international situation is still complex, the instability and uncertainty facing the world are prominent, and the shortcomings of ideological and political education in colleges and universities have brought practical challenges to the integration of revolutionary culture into ideological and political education in colleges and universities.

A. Lack of Understanding of Revolutionary Culture Weakens the Depth of Integration into Ideological and Political Education in Colleges and Universities

At present, it is not difficult for college teachers to promote the integration of revolutionary culture into the ideological and political teaching in colleges and universities, but there are still many problems in the deep integration of revolutionary culture and theoretical courses and the full play of the effectiveness of education. The reason for this is that the lack of research on the connotation and value of the revolutionary culture may lead to the lack of pertinence in actual teaching, and the pertinence of ideological and political courses cannot be separated from academic rationality, without which pertinence cannot exist, thus affecting the restoration of historical authenticity of revolutionary culture and students' acceptance of content in the teaching process.

First, whether the connotation of the revolutionary culture is clearly defined and whether the stage division is scientific will have an important impact on teachers in the actual teaching process. However, the current academic research on the theoretical basis of the connotation of the revolutionary culture still needs to be further deepened. Only by accurately positioning and qualitative analysis of the revolutionary culture can we deduce the revolutionary culture from historical scenarios to theoretical height in the teaching process, and truly give play to the educational advantages of the red culture. Second, most of the current research on the value of the revolutionary culture mostly focuses on the specific forms of expression and the values of the times, such as setting up the socialist lofty ideal, the CPC people being brave in having self-revolution and other value functions, but the research on the value of revolutionary culture in different historical periods and historical backgrounds is slightly insufficient. Finally, the lack of basic theoretical research in the actual teaching process may lead to shallowness in the teaching process of teachers. Students tend to stay in the short-time emotion stimulated by the noble qualities and vivid examples of revolutionaries, but they cannot systematically understand and grasp the profound connotation, development logic and historic value of the revolutionary culture, or internalize the transient empathy into permanent spiritual strength. At the same time, the current obvious intergenerational characteristics may cause college students to doubt the authenticity of this cultural carrier, and then lead to a lack of identity.

B. The Infiltration of Bad Social Thoughts Misleads the Perspective of Integrating Revolutionary Culture into Ideological and Political Education in Colleges and Universities

Since the reform and opening up, China's ideological security has generally improved. With the rapid development of market economy, the penetration of western countries into China's ideology has become stronger and stronger. The revolutionary movement began in the period of New Democracy when the western democratic thoughts had given some ideological enlightenment to the Chinese people, but currently the western countries hold high the banner of "human rights" and "democracy", which, filled with universal values, criticize that China falls behind in political and legal thoughts. Some wrong social trends of thought, especially "neo-liberalism", "historical nihilism", and "farewell to revolutionary theory" have emerged in succession, trying to challenge the authority of Marxism, obliterate the history of the CPC, and distort China's political system and development path. Deviating from the values such as patriotism and dedication advocated by the red revolutionary culture, these erroneous thoughts play a role in significantly blurring the revolutionary culture in shaping the personal values and establishing ideals and beliefs of college students in the new era in the process of integrating into the ideological and political education of colleges and universities, which reduces their sense of identity with culture. If the two "democratic" thoughts are not distinguished in the process of integration, it will inevitably mislead the perspective of the integration of revolutionary culture, meanwhile this social trend of thought is infiltrated in ways that are diversified and concealed. Compared with this diversified penetration mode, ideological and political education in colleges and universities has the obvious problem of narrowing the target of audience.

In the process of integrating the revolutionary culture into the ideological and political education in colleges and universities, there is a power confrontation between the teaching of traditions of revolution and the infiltration of social trends of thought, which invisibly competes for the ideological leadership of young college students. In recent years, the ideological struggle between Western countries and China has shifted from the core area to the surrounding area of ideology, which seems to be shelving or downplaying the ideological struggle, but which is actually a "comprehensive strengthening." The revolutionary period is a long time away from the life of college students today, who are imperceptibly influenced by some wrong thoughts, such as the theory of "outdated" revolutionary culture, the theory of "useless" revolutionary culture, and the tendency of "pan-entertainment" of revolutionary culture, hindering the correct revolutionary view to take shape, and affecting their absorption and acceptance of revolutionary culture.

C. Web Communication Narrows the Scope of the Integration of Revolutionary Culture into Ideological and Political Education in Colleges and Universities

At present, the Internet provides a multi-form, multi-channel and multi-angle communication mode for the transmission of the revolutionary culture. As an important majority of web users, young college students, due to their limited ability to identify and the negative impact of diversified subjects, fragmented content and so on, narrow

the discourse breadth of the integration of revolutionary culture into ideological and political education in colleges and universities.

First, the web communication of the revolutionary culture challenges the traditional communication paradigm. Before the widespread application of the Internet, newspapers and official news media, as the subjects of the dissemination of the revolutionary culture, dominated the dissemination object, mode and path of the revolutionary culture, with authority, integrity and political nature of the revolutionary culture highlighted in the dissemination. However, the current web communication that is fragmented, pictorial and life-oriented has enable every user to become a communicator, recipient and back feeder of the revolutionary culture in the era of information, inevitably leading to misinterpretation or deliberate misinterpretation of the revolutionary culture, and virtually weakening the discourse authority of the revolutionary culture in ideological and political education in colleges and universities. Second, big data has a personalized guidance function for the online dissemination of the revolutionary culture. In daily life, guided by their hobbies, value appeals and entertainment tendencies, web users make choices and actively avoid the relevant information of the revolutionary culture promoted by mainstream media or platforms. With the advent of the era of big data, the choices made by the subject will be recorded and intervened, with future content recommended according to "his liking" rather than "political correctness", thus affecting the dissemination process and effect of the revolutionary culture. Finally, the web communication of the revolutionary culture meets with commercial erosion. The deepening of the market economy will inevitably bring more urgent commercial interests. More and more commercial subjects have arbitrarily changed the revolutionary culture in order to draw attention and please the public, and exaggerated the feelings of heroes, thus inevitably weakening the political nature and guiding function of the revolutionary culture.

IV. PATH TO REALIZE THE INTEGRATION OF REVOLUTIONARY CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN THE NEW ERA

In order to realize the educational function of the revolutionary culture in the ideological and political education in colleges and universities, and complete the important mission of establishing virtue and cultivating people in colleges and universities, we should focus on playing the role of the main channel of the ideological and political education theory course, strengthen the educational synergy of the revolutionary culture and campus culture, and give full play to the advantages of the Internet to deepen the sense of belonging of college students to the revolutionary culture.

A. Giving Full Play to the Role of the Main Channel of Classroom Teaching in Ideological and Political Theory

The rapid development of multimedia network technology has broadened the path of ideological and political education and made the path of communication of the revolutionary culture gradually diversified. But today, the main form of ideological and political education is still classroom teaching.

First, teachers are required to follow the teaching rules,

systematically excavate and construct the contents and methods of revolutionary culture education. The revolutionary culture is a cultural form with the characteristics of the times formed by the CPC and countless heroes through long-term development. Most of the examples and characters currently taught in the ideological and political education class in colleges and universities are familiar to students, which is difficult to arouse their enthusiasm and initiative in learning. Therefore, we should explore the contents and methods of teaching from the perspective of the high-level nature of the revolutionary culture education, and deepen the construction of the rational framework of the revolutionary culture deep in the students. Second, the teachers of ideological and political courses in colleges and universities should learn deeply and thoroughly about the revolutionary culture, strengthen the study of the revolutionary culture in various ideological and political courses, and focus on the interpretation from multiple perspectives. For example, when teaching the course "Basic Principles of Marxism", we can integrate the revolutionary culture into the basic principles of Marxism, guide students to explore the revolutionary spirit contained in the Communist Manifesto, and understand the inheritance of the revolutionary culture to Marxism; When teaching the course of "ideological and moral literacy and legal basis", we should combine the revolutionary culture with the patriotism education, ideal and belief education, outlook on life education and moral education of contemporary college students, and focus on teaching the spiritual quality of selfless dedication, self-improvement and hard struggle in the revolutionary culture. Only if they systematically learn and impart revolutionary culture can teachers of ideological and political courses in colleges and universities have a strong appeal to students. Finally, students should enhance their learning awareness of the revolutionary culture. They should participate in the study of ideological and political courses with a positive and active spirit, actively deepen the systematic study of the revolutionary culture, enhance the ability to identify the revolutionary culture that is distorted and misunderstood, and fight against various wrong ideological trends.

B. Strengthening the Educational Synergy of the Revolutionary Culture and Campus Culture

Campus culture is an important carrier for and plays an invisible role in the realization of the goal of establishing virtue and cultivating people in colleges and universities. Campus culture in colleges and universities has a direct impact on the realization of the educational function of ideological and political education in colleges and universities.

First of all, colleges and universities should actively promote the construction of revolutionary cultural environment. Campus environment is an important part of campus culture, which can exert a subtle educational effect on teachers and students. Colleges and universities can post slogans of traditions of revolution, or the revolutionary culture, photos of revolutionaries and stories of heroic deeds in classrooms, libraries and newspaper columns. The school of Marxism in colleges and universities can take the lead in organizing activities with the theme of inheriting the traditions of revolution and the revolutionary culture, establish an "interpretation group of ideological and political

education”, which can regularly carry out teaching activities of the revolutionary culture on campus. Second, we should pay attention to the combination of the revolutionary culture and local characteristics to enhance the appeal of campus culture. One of the obstacles to the current role of the revolutionary culture in educating people is that the life in the revolutionary era is far from that of college students today. At present, most college students are born in “1990s” or “2000s”, who have a distinctive personality and are a generation that has developed rapidly in the market economy and who are unfamiliar and alienated from the stories and characters in the revolutionary era. The characteristic campus culture is the vitality of the campus culture of colleges and universities. Without the characteristics, the most fundamental vitality will be lost. We should integrate the revolutionary culture with the people in the school or in the region where we are located, which can greatly improve the educational function of the revolutionary culture. Finally, colleges and universities should pay attention to the construction of a systematic revolutionary culture propaganda system. On the one hand, university propaganda departments should regularly publicize revolutionary stories and revolutionary theoretical knowledge to college students, and enrich the revolutionary knowledge system. On the other hand, the pages of revolutionary culture can be increased in the newspapers and periodicals published by the colleges and universities, so that students can truly feel the revolutionary spirit from the invisible cultural edification.

C. Giving Full Play to the Advantages of the Network and Innovate the Communication Platform of the Revolutionary Culture

The growth process of college students in the new era is unified with the rapid development of web multimedia technology. The rapid development of science and technology has promoted the diversity of cultural presentation. Culture has gradually evolved from a single static mode of expression to the one which is updated with instant images and information, promoting the deep integration of science and technology and culture. Therefore, colleges and universities should pay attention to the construction of network platforms and promote the revolutionary culture.

First, colleges and universities should rely on the rich revolutionary cultural resources of the Internet to endow the revolutionary culture with corresponding characteristics and connotation of the times. While realizing the creative transformation of the revolutionary culture, we should actively establish a network resource database to provide a carrier for college students to carry out the revolutionary culture. Second, the contents in the database should be updated to broaden the resource carrier of the revolutionary culture in ideological and political education. Colleges and universities should use Internet technology to overcome the problem of “single input” in the ideological and political education work. By accurately grasping the characteristics of the times and students’ personality characteristics, they can regularly push revolutionary cultural knowledge to students through social media like Weibo, WeChat official account and Post Bar to enhance the influence of the revolutionary culture on students. Finally, colleges and universities should establish and improve the supervision mechanism on online

public opinion. In recent years, there are more and more incidents of defaming heroes on the Internet. Internet public opinion has an important impact on college students’ ideology, political position and value orientation, a negative impact on students’ own political thoughts and values, and a serious impact on healthy campus culture and campus ethos. Therefore, colleges and universities should establish and improve the supervision mechanism of public opinion, implement the responsibility system of ideological security, appoint professional web technicians to work closely with teachers of ideological and political majors, grasp the emergence of online public opinion, conduct timely screening and supervision, and guide the development of public opinion in the right direction.

V. CONCLUSION

As a valuable resource of ideological education in colleges and universities in the new era, the revolutionary culture is an important magic weapon to improve the quality of education. Faced with the lack of college teachers’ understanding of the revolutionary culture, the impact of unhealthy western social trends, and the challenge of web communication, colleges and universities should take active measures to promote the close integration of the revolutionary culture and ideological and political education in colleges and universities, and constantly improve the promptness and pertinence of ideological and political education.

CONFLICT OF INTEREST

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