

Study on the Transmission and Inheritance of Red Culture in College Student Groups from the Perspective of Marxist Practice Theory

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Abstract: The report of the 20th Party Congress points out: "Education is a major plan for the country and the Party. The root of educating people lies in establishing morality. Fully implement the Party's education policy, implement the fundamental task of establishing morality, and cultivate socialist builders and successors with all-round development of morality, intelligence, physical fitness and aesthetics." Marxist practice theory is an important part of Marxist philosophy, emphasizing the fundamental role of practice in the process of understanding and transforming the world. Red culture condenses the unswerving revolutionary will of the communists and their sincere and persistent sentiment for the people, and centrally embodies the characteristics of China's advanced culture. This paper argues that society and colleges and universities should, under the guidance of the Marxist concept of practice, guide contemporary college students to inherit the red culture, lead them to harvest beliefs and draw strength from real historical events, and cultivate them to set up noble moral sentiments to better serve the society and realize the value of their lives.

Keywords: Practice theory, red culture, college students' communication.

1. The Main Elements of Marxist Practice Theory and the Important Role of Practice in Human Cognition

Comrade Mao Zedong once mentioned in "Mao Zedong's Theory of Practice: on the Relationship between Knowledge and Practice - the Relationship between Knowing and Doing" that "Marxists believe that only people's social practice is the criterion for the truth of people's knowledge of the outside world." Practice provides the basic method of thought and work for people to know the world and transform it in a dynamic way. The scientific concept of practice fully emphasizes the dynamic role of practice in understanding the world and transforming it, and stresses that theories should be put into practice, guided by practice, and transformed into the material power of transforming the world, as well as being a sharp weapon for people's understanding of the world and its transformation.

In his important speech on July 1, 2021, General Secretary Xi Jinping pointed out that "it is necessary to insist on combining the basic principles of Marxism with China's concrete realities, and with China's outstanding traditional culture." The Marxist theory of practice holds that it is only through practice that people can truly understand the nature and laws of things and acquire true knowledge. Therefore, when inheriting and promoting the excellent red culture, it should be based on reality, focusing on the application, and should not be aimless and detached from reality. We should give full play to the role of its text to transform people, the excellent red Chinese culture throughout all aspects of moral education, encourage and guide college students to inherit and develop the red culture in their lives, and constantly enrich and develop it in practice, and promote the creative transformation and innovative development of the excellent traditional Chinese culture.

2. Red Culture Is the Brilliant Result and Treasure of The Combination of Marxism and Chinese Practice

Red culture is created on the basis of revolutionary culture in the process of the CPC leading the people to achieve victory in the new democratic and socialist revolutions and carry out socialist construction, and it is the unity of material culture, institutional culture and spiritual culture. General Secretary Xi Jinping has repeatedly emphasized that "we should make good use of the red resources, carry forward the red traditions and pass on the red genes". Red culture includes both material and non-material culture. Among them, the material resources are the relics, ruins and other historical remains of the revolution and memorial sites, while the non-material resources are the spirit of the red revolution, including the spirit of Jinggang Mountain, the spirit of the Long March, the spirit of Yan'an and so on. These spirits are the essence of the red culture, and they are the powerful spiritual pillars that inspire people to forge ahead and remain steadfast. Contemporary college students have a very important historical mission and historical responsibility, and need to inherit and develop China's excellent red culture. College students should not only understand the knowledge of red culture, but also internalize it into their own code of conduct. College students should become practitioners of red culture and its spirit, promote the innovative development of red culture, take up the important responsibility of inheriting and carrying forward the excellent traditional Chinese culture, and contribute to the realization of the great rejuvenation of the Chinese nation.

3. The Current Situation of The Inheritance of Red Culture Among College Students

The author has released a questionnaire survey in July 2023 about the degree of understanding of the national people about the spirit of the Battle of the Crossing of the Yangtze River and the current situation of party history education, with 370 valid questionnaires. Among them, 53.24% of the respondents were college students. It can be concluded through the survey data display:

3.1. College students' knowledge of the red culture, including the spirit of crossing the river, only stays in the classroom.

Of all the data surveyed, 67.57% believed that the content of education was too monolithic. It can be seen that most college students' understanding of the Battle of the River Crossing is at the surface level, and the education system is only a simple theoretical output in the classroom, without focusing on field practice. According to the Marxist concept of practice, the unity of theory and practice should be adhered to, therefore, on the basis of strengthening the theoretical learning, leading the college students to actively participate in the field research and study of red culture, and seeking the

way of combining the theory and practice of red culture can better enhance the sense of participation and identification of the students, and promote college students to actively participate in the dissemination and inheritance of red culture.

3.2. Insufficiently innovative and creative approaches to social communication

Of all the data surveyed, 66.76% think that the form of red culture propaganda is too archaic, and 63.24% think that the propaganda is insufficient. The lack of social publicity for Party history education is determined by the intertwined influence of a variety of factors. First of all, the biggest influence is the limitation of propaganda method and the lack of innovation of propaganda content, which will lead to the poor quality of propaganda works and fail to attract people's interest. In the new media era, 82.97% of the people believe that the Internet can promote the dissemination of red culture. At the same time, it is necessary to combine party history education and propaganda with new media closely. 54.32% of the people think that the party's voice and information can be better conveyed and the charm of red culture can be spread through short videos. Therefore, combining the development of the times and publicity innovation in the form of combining online and offline can better attract college students to learn red culture and spread red culture.

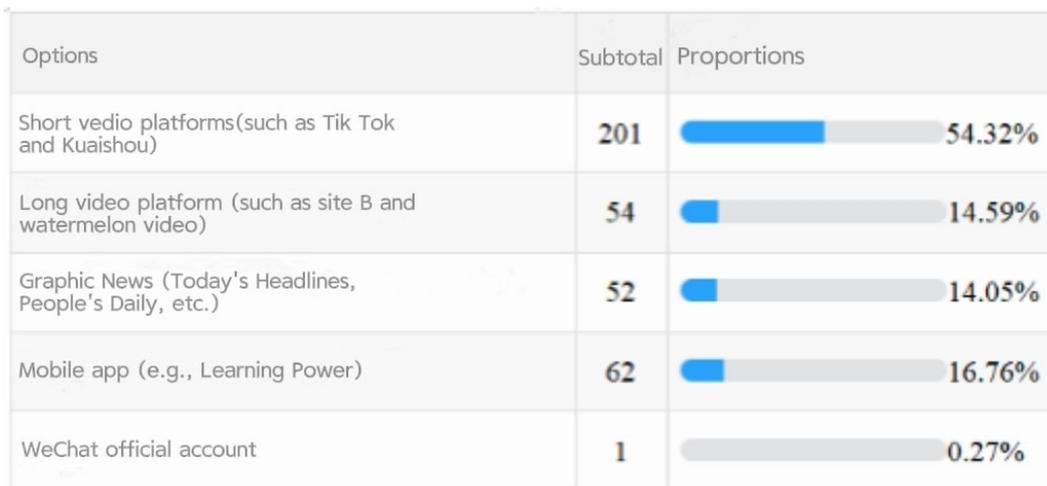


Figure 1. The picture shows the results of the first part of questionnaire survey

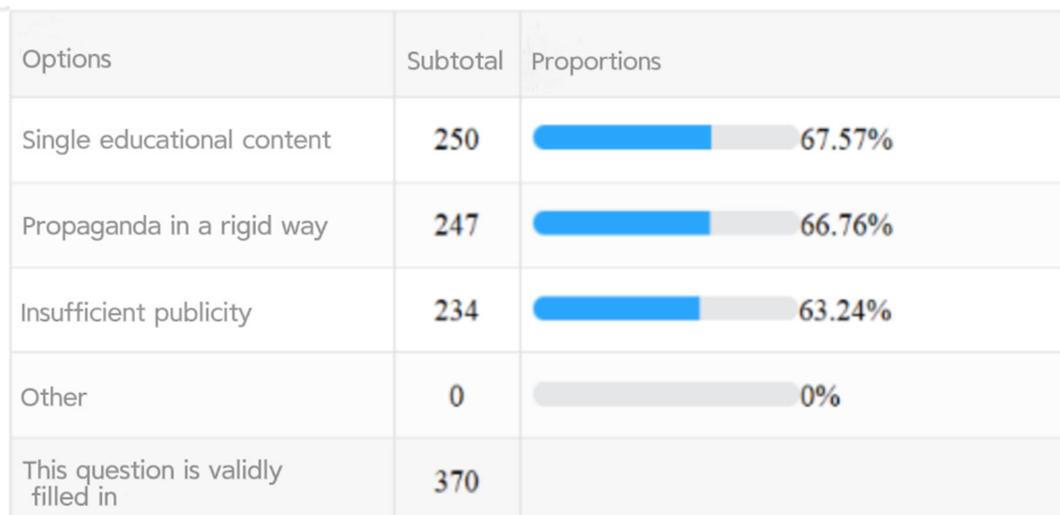


Figure 2. The picture shows the results of the second part of questionnaire survey

In summary, Marxist practice theory points out that practice is the source and foundation of understanding, the driving force for social development and the basis of theory. At present, college students can't really empathize with the red culture and its spirit because they lack practical education experiences related to the red culture. At the same time, due to the singleness of propaganda methods, college students are not interested in red culture. Therefore, in order to improve the cognitive degree of college students to the red culture, it is necessary to more appropriate propaganda methods, increase the practical education efforts, so that college students in practice to understand the true meaning of red culture. Only by allowing college students to participate in the inheritance and development of red culture from both the emotional and rational dimensions can the real inheritance of red culture be achieved. Inheritance requires practice and personal participation in socialist construction, so that the real inheritance of red culture can be completed, so that the spirit of red culture is internalized as the driving force of their own actions, and constantly develop the spiritual connotation of the cause of youth.

4. Using the Depth of Participation in Practice to Help the Inheritance of Red Culture in The College Student Population, To Train A New Generation of Socialist Builders And Successors

4.1. Deepening the central role of colleges and universities in the transmission of red culture by college students

4.1.1. Actively guiding college students to participate in red cultural practice activities

The practical nature of Marxism determines that the practical teaching of Civics should adhere to the unity of theory and practice, and without theory, practice loses its direction. Without practice, theory becomes water without a source and wood without a foundation. Social life is practical in nature. Student participation is an important part of red culture education for college students. At present, some college students lack interest and participation in red culture education, and they pay more attention to practical and vocational education content. This is related to the social and economic development and the increasing pressure of employment. Schools and society should encourage college students to actively participate in red culture education and provide attractive and practical educational activities. They can organize students to visit revolutionary sites, carry out red culture knowledge competitions and other activities to stimulate students' interest in learning and enthusiasm for participation.

4.1.2. Innovative red culture practice mode for college students

According to Marxism, practice defines and creates the basic characteristics of man. The development of human beings is realized through their own development, and the practical activities of individuals are of great significance in improving their comprehensive qualities. Educational means is the key to red culture education for college students. Traditional red cultural education mainly relies on classroom

teaching and the display of campus red cultural attractions, and this educational method also has the problems of single and rigidity to a certain extent. With the rapid development of information technology, new media and mobile Internet have become the main way for college students to acquire knowledge and culture, and should focus on combining the field red resources with mobile Internet technology for college students' red cultural education. For example: online explanation with field tours, red venues + VR experience, field research + online sharing and interaction and other forms. This can not only provide diversified learning resources, but also enhance students' learning interest and participation through interactive learning and network interaction.

4.2. Integration of social red cultural resources to promote the inheritance of red culture

4.2.1. Mass media play a leading role in publicizing red culture

Diversified publicity methods are of positive significance to improve the popularization degree, and the use of network new media technology for red culture publicity can make the audience understand the relevant information more widely, conveniently and quickly and improve the publicity effect. First of all, combining the factual hotspots, creating rich and diversified contents, through the multimedia forms of graphic, video and other contents, setting up an independent operating account, regularly released on social media platforms such as Jitterbug, Shutterbug, etc., vividly presenting the characters and stories related to the red culture, and the contents should be educative, contagious and appealing. Publishing relevant content and asking questions can interact with the audience and attract more people's attention. Secondly, optimize the red culture-related applets, upgrade the version to lift restrictions, use the interface in the form of graphic combination to attract interest, and simplify the online ticketing channels of the Red Culture Memorial Hall to facilitate more people to buy tickets for offline visits. Put forward the concept of "cloud tour red memorial hall", make VR panoramic map of the venue, so as to achieve the purpose of visiting the venue without leaving home, and solve the time and regional restrictions. It is also very important to develop online learning for Party history education, which can include online courses, e-books, online previews, etc. Through Internet technology, we can provide flexible learning paths, cultivate the audience's awareness of independent learning, and subconsciously integrate Party history education into daily life. When carrying out online new media publicity, it is also necessary to pay attention to the accuracy and authority of the content to avoid the dissemination of false information. At the same time, according to the needs and characteristics of the audience, directional publicity and accurate push to improve the publicity effect and influence.

4.2.2. Improve the policy system of red culture education for college students

At present, under the background of the new era, college students' red culture education faces some problems and challenges. The government should strengthen policy support and provide strong guarantee for the red culture education of college students. Schools and society should focus on the innovation of education means and the promotion of students' participation, so as to improve the pertinence and attractiveness of red culture education for college students. It

should pay attention to the scientific and correctness of the educational content and avoid one-sidedness and deviation. Only in this way can we effectively improve the red cultural literacy of college students and make positive contributions to the realization of the Chinese dream of the great rejuvenation of the Chinese nation. Policy support is an important guarantee for college students' red culture education. At present, China's government attaches great importance to the red cultural education of college students, and has issued a series of relevant policy documents, such as the Opinions on Strengthening the Red Cultural Education of College Students. These policy documents clarify the importance and necessity of college students' red culture education and put forward specific educational goals and measures. Due to the lack of specific implementation rules and supervision mechanisms, the effectiveness of policy support has been affected to a certain extent. Adhering to the unity of theory and practice, the government should encourage the full use of social resources, and strive to build a high-quality service platform for the practical teaching of civic and political courses, such as: making full use of memorial halls, museums, Chinese excellent traditional culture and other practical teaching bases, forming the educational synergy of the "second classroom", and constantly enhancing the ideological, theoretical, affinity and relevance of civic and political courses. It is also important to make full use of memorial halls, museums, Chinese traditional culture and other practical teaching bases to form the educational synergy of the "second classroom", and constantly enhance the ideological, theoretical and targeted nature of the Civic and Political Class.

5. Concluding Remarks

The Marxist theory of practice emphasizes the important position and role of practice in understanding and transforming the world, pointing out that practice is the source and foundation of understanding, the driving force for social development, the basis of theory, and the essential force for the liberation and development of man. In contemporary China, we should deeply implement the theory of practice, combine the Marxist theory of practice with the great practice of socialism with Chinese characteristics, and constantly promote the cause of socialism with Chinese characteristics to achieve new development. Under the guidance of the Marxist concept of practice, we should strengthen the study of red culture among college student groups, so that more and more young people can draw energy from red culture, build a firm spiritual foundation with ideals and beliefs, and unite the powerful spiritual force of striving for success, which will

constantly inspire the Chinese people to advance towards the goals of the times and create a more splendid and glorious Chinese nation.

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