



# Research on the Integration of Red Culture and Party Building in Colleges and Universities Under the New Media

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**Abstract.** Media is an important carrier and means for human to transmit information, and plays an important role in the formation and development of human social civilization. With the maturity of 4G technology, the rapid development of 5G technology, and the rapid development of new media such as short video, new challenges and new requirements have been put forward for Party building, especially for expanding the working space of Party building and innovating the ways of Party organization activities. This paper will explore the part of Party building publicity in Colleges and universities to be entrusted to new media such as short video, help integrate red culture with Party building in Colleges and universities, and expand the party's public opinion position to new media such as short video, Providing a new path for red culture communication can improve the influence of red culture communication.

**Keywords:** Media · Short videos · Red culture · Party building in Colleges and Universities

## 1 Introduction

Short video is one of the new forms of Youth Ideological and political education. Its special carrier nature makes the youth ideological and political education from offline to online. As a new media, short video is a material entity that carries and disseminates information. It has the characteristics of carrying, intermediary, technical and controllable, and has become a new position for Youth Ideological and political education.

## 2 The Influence of the Change of Media on the Spread of Red Culture

The development of media has an important impact on the formation and development of red culture. The emergence of print media has gradually become the most common media in the world, which has revolutionized the spread of red culture. Red culture is a cultural system integrating patriotism, collectivism, socialism and communism. He was first born

in the revolutionary stage. Specifically, it is an advanced socialist culture with Chinese characteristics formed by the Chinese Communist Party under the guidance of Marxism in the practice of revolution, construction and reform. It contains rich revolutionary spirit and profound historical and cultural connotation with Chinese characteristics.

The changes of media affect the development of red culture. “Red” defines the main body and formation background of red culture. It is the organic coordination and unity of the spirit of revolution, construction and reform formed by the Chinese Communists in the great struggle process of leading the people of all ethnic groups in the country on the basis of inheriting the excellent culture of the Chinese nation. The arrival of the information age has promoted the changes in the form and function of the media, and the propagation law of red culture has also developed accordingly.

The changes of the mass media affect the ways of red culture. Cultural communication can be divided into “on-site communication” and “media communication”. The forms of mass media communication are relatively diversified. The Internet revolution has spawned a new practice form of network red culture. New social media has further changed the use of mobile TV for large screen communication in the process of spreading red culture; Establish an official government website and disseminate red culture related content in the website; With the emergence of new media, they also have their own official accounts on some new media platforms, through which they can release information about red culture content. At the same time, it also relies on higher education to spread red culture.

The change of media has expanded the influence of red culture. Red culture has been developed by the party and the people in the great practice of various periods. It is a revolutionary, scientific, contemporary and progressiveness Chinese culture. It is also full of the common political memory of the Chinese people, contains the party’s advanced revolutionary tradition and revolutionary spirit, and conforms to the value pursuit of the broad masses of the people. With the advent of the Internet communication era, the openness and interactivity of the Internet media have changed the “gatekeeper” role of the traditional mass media, making the red culture communication subject, carrier form, and receiving objects diverse, diverse and scattered. It can be said that the media changes in the Internet era have brought a revolutionary change.

### **3 The Function of New Media in Helping the Spread of Red Culture**

#### **3.1 Adhere to Political Orientation and Convey Ideological and Political Quality**

With the development of social informatization, the information content and its transmission methods are more diverse and changeable, and the exchange of ideas and cultures is more intense. The wide popularization and application of new media has promoted the progress of social civilization and the political participation of university party members. Under the trend of social information development, the red culture spread by new media plays a more prominent role in condensing political consensus and promoting unity [2]. Only when red culture really enters the channels that people contact and obtain information, can it effectively enter people’s feeling and cognitive system, become the content

of thinking, and finally transform into people's ideological and political quality through analysis and selection. Short video, a new media, has made an explosive increase in the amount of cultural information and the number of new media in the process of red culture communication. Only by making effective use of the characteristics and mechanisms of this new media and grasping the laws of people in the process of accepting red culture communication, can we promote the effective communication of the leading ideology, make it widely accepted and internalize it into the ideological and political quality of the educated.

### **3.2 Highlight Cultural Heritage and Inherit Excellent Traditional Culture**

In the field of cultural publicity and knowledge sharing, the mode of "new media + culture" has broken through the paradigm of digital media communication. All walks of life have promoted the deep integration of cultural education and new media, realized a new cultural publicity method common to big data mining, cloud technology storage and the Internet of things, broke people's cognitive limitations, realized "intelligent communication" in multiple fields, and created new conditions for the inheritance of excellent traditional culture. Short video is not only a communication carrier, but also a publicity platform. With the help of short video, excellent traditional culture can be publicized, which can enrich people's understanding of culture [3]. As a cultural form, short video also has the functions of display and education. The content combining entertainment and knowledge is not only very popular, but also in line with the characteristics of fragmented learning of the audience. Use short videos to tell historical figures and events, spread traditional culture, and let users review historical events and experience traditional culture in the fast-paced modern life. This not only serves the purpose of education, but also can show the excellent tradition, enrich its cultural connotation, make the traditional culture present to the public in a more vivid way, promote the forwarding of users' likes, and enhance the communication effect. Short video drives one-to-one communication. The content needs enough innovation to attract users and improve user stickiness [1].

### **3.3 Learn from Heroic Models and Carry Forward the Spirit of Red Culture**

In terms of cultivating the red spirit of Party members and cadres in universities and college students, we should give full play to the functional advantages of new media, understand the heroic stories of revolutionary martyrs through experiential simulation of red struggle and revolutionary battle or telling red stories, feel the moral quality, fearless spirit and rock like fighting will of heroes, cultivate red ideals and carry forward the red spirit. For the inheritance of red culture in a wider range of fields, we should rely on the national strength to bring the cultivation of red culture into the scope of Ideological and political education, establish red forums, build red communities, broadcast red programs, shoot red videos with the help of new media, and rely on the new media system to achieve full coverage, so as to improve the effectiveness of the inheritance of red culture.

### **3.4 Meet Aesthetic Needs and Stimulate Artistic Appreciation**

The aesthetic value of the short videos of red culture has strengthened information exchange and social interaction, promoted the information expression and democratic communication of viewers, played an important role in dredging, and made the new media a new platform for the state and initiators to exchange and communicate with Party members and college students in Colleges and universities, a way to understand students, get close to students, solve problems for students, and a new channel to carry forward democracy and accept supervision. Short video creation should not only follow the unity of truth, goodness and beauty in the transmission of values, but also meet the aesthetic requirements of truth, goodness and beauty in the form of picture expression. A large number of close-up shots and close-up shots not only let users see the details, but also bring strong visual impact. In addition, the lighting and sound of the shooting strive to capture the real scene, bring the audience a real aesthetic experience, and easily produce emotional resonance. The video soundtrack style is relaxed and pleasant. The later subtitles have a supplementary narrative function, and the combination of all elements achieves the unity of video aesthetics [2].

## **4 An Analysis of the Current Situation of Red Culture Communication with New Media as a Tool to Help the Party Building in Colleges and Universities**

### **4.1 College Students' Insufficient Attention Weakens the Recognition of Red Culture Education Effect**

With the social construction and development in the era of peace, the experience of red culture has gradually separated from our life, and red culture is facing the crisis of being despised and forgotten. Today's young generation has never experienced the revolutionary war years. Although the red culture has been popularized and transmitted as patriotism and fine revolutionary tradition in the moral education system they accept, the living environment of "hardship and hardship" in the revolutionary war years has a huge gap with the superior conditions of "having enough to eat and wear" in contemporary society. It is difficult to reach a cognitive consensus and feel the same, It is easy to equate the spirit of "fearing no sacrifice and dedicating oneself" contained in the red culture with an abstract textbook concept. With the infiltration of other Internet trends of thought, the young people's Congress will probably have a cognitive bias towards the red culture, and the red culture shows a memory fault due to the changes of times and generations. Although some students understand its importance, it has little to do with themselves, and it is difficult to learn deeply. Of course, some students very much agree with the value of its existence, but are not willing to take the initiative to learn red culture, so there are often phenomena of coping with their studies and perfunctory teachers in their learning. Moreover, the youth group has not generally established a comprehensive and systematic understanding of the red culture, and some people have a little knowledge of revolutionary stories and heroes, which is not conducive to further cultivating their interest in the red culture and their ability to resist the negative impact of Internet trends [6].

## **4.2 Entertainment Impact and Information Redundancy Constantly Impact the Mainstream Values of Red Culture**

First of all, the “Pan entertainment” communication content has become the new favorite of the times, while the mainstream red culture is facing the crisis of being misunderstood and dispelled. The low threshold and fragmentation brought about by Web 2.0 have led to explosive growth of disseminators and information. Massive amounts of information flow disorderly and are fragmented. The cost of searching, acquiring and selecting information increases. Algorithms under big data technology push information according to users’ preferences, but the attendant “echo room effect” has trapped users in the “information cocoon room”. Consumerism and hedonism in cyberspace can easily ban young people with the help of “echo room effect”. Red culture is more difficult to break through the dimensional wall of various network thoughts to convey values and sense of identity to youth groups [6].

Secondly, in the process of interpreting the red classic text, the creators of the short video of red culture broke the sense of distance between the classic text and the public, making the red culture integrated into the discourse of the public’s daily life. However, in this process, the short video users gradually lost their awe of the copyright holders and content makers of the red classic text, and then no longer trusted the authoritative cultural interpretation and interpretation of the mainstream media and authoritative institutions. The authority system of red culture will give way to the grass-roots system. The authoritative voice of traditional classical texts is covered up by the public clamor. There are various landscapes in which chaotic texts are tampered with by various means in the short video platform. The lack of authority and center will cause confusion and confusion. This crisis of trust and the struggle for power will cause confusion in the creation and interpretation of red culture, and lead to cultural nihilism due to the elimination of cultural authority and the fuzzy objective evaluation criteria of culture [7].

## **5 Analysis on the Integration Strategy of Red Culture and Party Building in Colleges and Universities Based on New Media Such as Short Video**

### **5.1 Comprehensively Apply New Media Technologies Such as Short Video to Present the Educational Content of Red Culture**

As an important part of the Chinese nation, the emergence and development of red culture has witnessed the revolutionary struggle history of the Chinese nation. It also highlights the Chinese style and style. It is also a patriotic Loving the party and socialism is an important resource for education. Therefore, red culture as an educational content is the starting point for selecting network media, designing and formulating educational methods [5]. In the fields of cultural publicity, information dissemination and knowledge sharing, the “new media + culture” mode has broken through the digital media communication paradigm. The government and enterprises have promoted the deep integration of cultural education and intelligent technology, which is conducive to the intellectualization of the connotation mining of red culture. The rapid development of new media technologies such as short video is conducive to the presentation of the

educational content of red culture. The important support of red culture is red heritage, red archives and red stories, including some revolutionary holy places, such as Yan'an, Ruijin and Zunyi, which carry excellent revolutionary traditions and precious red spirit. The communication of red culture should take the initiative to integrate into and make full use of the most popular short videos and other emerging network platforms, innovate the content and form of communication, as the main carrier of the educational content of Party building in Colleges and universities, cause community resonance, and cultivate new channels and models for the communication of red culture, so as to help enhance the revolutionary awareness of college student party members and stimulate their revolutionary feelings. It is conducive to cultivating the patriotism of college student party members and young students, and at the same time, it can better promote the inheritance of the red spirit [1].

### **5.2 Comprehensively Apply New Media Technologies Such as Short Video, and Do a Good Job in Training Short Video Creative Talents of Red Culture Network**

It is planned to make the ideological and political education of college students vigorously publicize the red culture in the daily network short video art creation in the future through the cultivation of red culture network short video creative talents, enhance the infectivity, appeal, communication and influence of the red culture, enable young students to form emotional identity, and correct the wrong value orientation of money worship, egoism, hedonism and so on; More recognize and follow the spirit and concept of red culture, and occupy the commanding heights of information dissemination with pioneering and enterprising energy and fearless of difficulties and dangers. By promoting the education mode with red culture as the fulcrum, we can set up courses of relevant majors in Colleges and universities, encourage ideological and political educators in Colleges and universities to strive to become experts using new methods of modern media, grasp the initiative of network ideological work, adhere to arming people with scientific theories, guiding people with correct public opinion, shaping people with noble spirit, and encouraging people with excellent works [2], Gradually realize the comprehensive coverage of Discipline Cultivation Based on red culture education.

### **5.3 We Will Fully Apply New Media Technologies Such as Short Videos to Foster a Red Culture Among College Students and Party Members and Cadres**

In the scenario of mobile video entertainment and emotional catharsis networking, the traditional way of sharing and inheriting the red spirit based on e-mail, BBS and WWW websites has been difficult to achieve practical results. Therefore, new media technologies such as blog, QQ, wechat and VR should be fully utilized to create a full mode of red culture display, experience and inheritance. In addition, with the help of cloud storage technology, we should realize the distributed storage of red resources, so that a variety of virtualized red resources can be widely spread with the help of the Internet of things system, carry out red resource services according to the people's cognitive habits, and help university party members understand revolutionary stories, experience revolutionary struggle, and understand red culture one-on-one. Young college students

are the new force in the socialist modernization drive. The red special education should be more practical. When carrying out special education for young college students, we should take the inheritance and development of red culture as the purpose, pay attention to the red practical education and the cultivation of red ideals, and make full use of the red heritage to carry out the ideological and political education of college students [1].

## 6 Conclusions

Red culture has both the value and effect of condensing strength and carrying forward spirit. It is an effective means for the construction of network culture and the top priority of the construction of network public opinion position to spread red culture with the help of short video and people-friendly communication power and influence. The short video communication of red culture needs to absorb and integrate into the network culture to realize the dual functions of education and guidance.

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