



The Education Communication Application Practice of Red Culture in Northern Guangdong

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Abstract. Local red culture has extremely high dissemination value. Integrating local red culture into education and dissemination can not only further promote and inherit red culture, but also help college students enhance cultural confidence, cultivate and practice socialist core values, thereby promoting the fundamental task of cultivating morality and cultivating talents in higher education. Taking the red culture in northern Guangdong as an example, this paper explores the integration of digital media technology into the ideological and political education forms of red culture courses, proposes the construction of a network education and dissemination environment for red culture in northern Guangdong, enriches the integration forms of red culture education and dissemination in northern Guangdong, and provides reference for exploring the educational and dissemination channels of red culture.

Keywords: Red culture in northern Guangdong; Educational dissemination; Curriculum ideological and political education; Teaching Practice.

1 Introduction

The red culture is the red heritage and red spirit formed in the process of realizing national independence and national prosperity under the leadership of the CPC during the period of revolution, construction, reform and opening up, with the sinicized Marxism as the core [1]. In recent years, the value of red culture has become increasingly prominent. The northern region of Guangdong belongs to the old area of the red revolution, and from the Northern Expedition to the establishment of New China, there are abundant red cultural resources. Strengthening the dissemination of red culture in northern Guangdong and promoting the construction of local red culture have become important issues that urgently need to be addressed.

British communicator Dennis McGuire pointed out that "the most essential and primary attribute of culture is dissemination. Without dissemination, culture cannot survive, develop, grow, or even achieve brilliant results". [2] Higher education, as an important way to spread knowledge and culture to young people, has implemented the fundamental task of cultivating morality and talents after the Ministry of Education issued the "Guidelines for Ideological and Political Construction of Higher Education Curriculum". It integrates value shaping, knowledge impartation, and ability cultiva-

tion to promote university education work, helping students shape correct worldviews, outlooks on life, and values, which has become an important issue in current curriculum teaching and talent cultivation.

Taking the application practice of education and dissemination of red culture in northern Guangdong as an example, this study explores the integration of local red culture into curriculum ideological and political education in the training process of digital media technology professionals. The main goal of this teaching practice exploration is to combine the inheritance of local excellent red culture with the mission of moral education and education in universities, and continuously explore and optimize the organic integration of red culture education and dissemination system.

2 The Educational Value of Red Culture

2.1 Red Culture Helps College Students Enhance Cultural Confidence

Red culture is a culture with Chinese characteristics, representing the Chinese nation's brave dedication to the beautiful future of the country and people. The precious spirit of daring to struggle is an important component of socialist culture with Chinese characteristics. Guiding the young generation of college students to learn and inherit the red culture will help them further understand the particularity and progressiveness of the red culture, promote the development and dissemination of socialist culture with Chinese characteristics, thus enhancing the self-confidence of young people in the excellent culture generated in the construction and development of our country, strengthening the young generation to continue to carry forward the theme of Chinese red culture, and make greater contributions to the future development of the country and society.

2.2 Red culture helps college students cultivate and practice socialist core values

Cultivating comprehensive socialist builders and successors, as well as cultivating new generations responsible for national rejuvenation, is the overall requirement of the Party and the state for cultivating talents in higher education, and values are the core content of talent quality. [3] The red culture and its spirit of patriotism, hard work, and selfless dedication are themselves important contents and carriers of cultivating socialist core values. Its core elements fully align with socialist core values, and the two have inherent logical unity. [4] Red culture is distributed throughout the country, providing valuable cultural resources and materials for the cultivation and practice of socialist core values, which is conducive to excavation and organization in various regions. The revolutionary spirit and struggle spirit contained in red culture are in line with the trend of future times and social development, providing a strong ideological foundation and source of strength for the construction of socialist core values. The dissemination and application of red culture in the field of higher education can not only serve the social value of inheriting and developing red culture among college students, but also strengthen the understanding and understanding of

socialist core values among the younger generation through red culture, realizing the practical significance of actively promoting and practicing socialist core values.

2.3 Red Culture Helps Higher Education Achieve the Fundamental Task of Cultivating Virtue and Talents

Curriculum ideological and political education is a teaching activity that permeates the transmission of values in professional course teaching, with the goal of educating people through the "three aspects" and achieving the fundamental task of cultivating morality and talent. [5] Integrating excellent local red culture and spiritual qualities into the cultivation of professional talents in higher education helps to enhance students' practical feelings for the simple patriotic spirit of revolutionaries, and provides firsthand experience for improving the ideological understanding and values of professional talents, thus providing strong support for the educational goal of cultivating moral character. Higher education should pay attention to the exploration of excellent local red cultural resources, make good use of the realistic atmosphere of local red culture, stimulate students' sense of mission and emotional identity towards their country, and thus achieve the fundamental task of cultivating morality and talent through subtle influence.

3 The Practice of the Education and Dissemination of Red Culture in Northern Guangdong

Educational dissemination is an activity in which educators select appropriate information content according to certain purposes and requirements, and transmit knowledge, skills, ideas, concepts, etc. to specific educational objects through effective media channels. [6] The process of educational dissemination is a systematic one. For the process of integrating the red culture of northern Guangdong into the education and dissemination of talent cultivation in universities, the application of teaching practice should pay attention to the organic integration of local culture and curriculum teaching, and establish its dissemination content, dissemination environment, and teaching form.

3.1 Organize the dissemination content of red culture in northern Guangdong

To transform the content of local red culture into educational dissemination, the first step is to sort out its main content. Local red culture has obvious regional characteristics, with a wide range of event content, characters, and geographical distribution. The connections between various representative events are relatively loose, which makes it difficult for learners to remember and affects the dissemination effect of local red culture. Taking the red culture in Shaoguan City, northern Guangdong as an example, for the general audience, they are often not familiar with a specific village, town, or even county, which affects their ability to distinguish specific deeds. The specific

characters involved in local red culture, in addition to famous revolutionary leaders in history, often also include local revolutionaries, which lack understanding for the general audience and make it difficult to distinguish the performance of the characters. Therefore, it is necessary to organize and plan the content of red culture to form a good system, and then optimize the display form of red resources to facilitate the development of educational dissemination activities, in order to achieve good dissemination results.

In the process of practice, represented by the red culture in Shaoguan City, northern Guangdong, the context of red culture in northern Guangdong can be sorted out according to the order of time development. Based on the progress of time, the author divided the red culture in northern Guangdong into the period of the First Domestic Revolutionary War, the Land Revolution, the Long March of the Red Army, and the Anti Japanese War, thus explaining the overall historical background. Next, based on the red events that occurred at the same time, we will further organize them. For example, during the First Domestic Revolutionary War, the main events that occurred in Shaoguan City, northern Guangdong include the Lefu Village Farmers' Association and Beijiang Agricultural Army School, which will be displayed together, making the dissemination of red culture in northern Guangdong more systematic and facilitating students' memory of the events.

3.2 Building an Education and Communication Environment for Red Culture in Northern Guangdong

The important way of cultural dissemination is through the construction of corresponding nurturing environments, thereby subtly influencing the audience's cognition. The educational dissemination of the red culture in northern Guangdong cannot be separated from the construction of an educational dissemination environment.

Merowitz believes that "the media is not only an intermediary and material means of communication, but also a part of the environment itself; communication media creates new information systems, corresponding to the formation of a new context". [7] In the era of the Internet, as the internet has become a popular medium for college students, it is important to pay attention to the new media environment provided by the internet for the dissemination of red culture education.

In the process of practice, the author utilized the Super Star online course platform to build an online course on the theme of "Red Culture in Northern Guangdong", which serves as a specialized platform for promoting and learning the red culture in northern Guangdong. This online course is organized around the time and events of the Red Culture in northern Guangdong, and is open to students majoring in digital media technology, in conjunction with various media organizational forms. In order to enhance learning effectiveness, the learning requirements for the red culture in northern Guangdong are also included as an extracurricular practice survey task in "Network Communication Studies", allowing students to further explore and organize the red culture in northern Guangdong through online communication channels, in order to further strengthen students' attention and feelings towards the red culture in northern Guangdong.

By building a thematic learning platform for students on the red culture of northern Guangdong, and guiding them to investigate the results of the red documents in northern Guangdong, their learning achievements are also incorporated into the construction of the online course on red culture in northern Guangdong. By applying professional knowledge to complete the construction and creation of some of the red culture resources in northern Guangdong. This not only enriches teaching resources, but also promotes the connection between students and the red culture in northern Guangdong, strengthens the influence of the red culture in students' daily learning and life, and constructs a media scenario for learning and disseminating the red culture in northern Guangdong.

3.3 Exploring the Application Forms of Red Culture Education and Communication in Northern Guangdong

Overall, the content of red culture is relatively serious. To achieve a certain educational dissemination effect, it is necessary to enrich and innovate teaching forms, integrate them into multiple aspects of professional talent cultivation, and achieve the goal of promoting moral education and talent cultivation. In specific practice, this mainly starts from several aspects.

Firstly, in the construction of talent training programs and curriculum systems, we have further strengthened the emphasis on moral education and ideological and political education in the curriculum, and encouraged the introduction of the deeds of the red culture in northern Guangdong into classroom construction. Starting from the 2022 talent training program, according to the characteristics of the major, the requirements for ideological and political education courses have been specifically added, and a special description has been provided for cultivating morality and talent. Combining classroom teaching with vivid local deeds and cases, it not only deepens students' understanding of the red culture in northern Guangdong, guides their understanding and interest in it, but also helps to meet the requirements of ideological and political education and talent education in the curriculum.

Secondly, apply the red culture of northern Guangdong to the practical teaching of different courses, and encourage students to actively engage in the red culture of northern Guangdong through surveys, visits, interviews, and internships. For example, in professional internships, guiding students to visit red cultural sites can create a personal understanding and a sense of familiarity, thereby continuously improving students' values and transforming them from learners of red culture in northern Guangdong to disseminators.

Finally, apply the red culture of northern Guangdong to the creation of digital media professional works, transforming them into practical projects and topics. For example, in video creation courses, combining red culture to create short videos and documentaries has also achieved good results in industry competitions. From middle school students, it can also be felt that the red culture in northern Guangdong has its unique cultural heritage, which can enrich the sources of creativity, strengthen the creative effect of works, and make them more contemporary and infectious. Practice has proven that applying the spirit of red culture well can help students learn to draw

creative inspiration from excellent culture, enhance the depth and cultural heritage of their works, and create more distinctive digital media works.

4 Conclusion

The main effects of this study are manifested in several aspects. Firstly, it has had the effect of spreading the red culture of northern Guangdong, and students have gained a better understanding of the red culture of northern Guangdong through classroom and thematic website learning. The second is to explore the forms and methods of integrating the red culture of northern Guangdong into moral education in universities, which enhances students' attention to excellent culture and provides powerful resources for curriculum ideological and political construction. However, the dissemination of culture and the effect of cultivating morality and cultivating people are not overnight. It is still necessary to further leverage the infiltration effect of local red culture in teaching practice, optimize the combination of red culture and curriculum in northern Guangdong, and explore the educational and application value of red culture.

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