

The Role of Red Cultural Resources in Colleges and Universities' Ideological and Political Course at We-media Time

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Abstract. At we-media time, interactive information dissemination way makes students easily lose their values, which strongly affects the teaching effect of colleges and universities' ideological and political course. The red cultural resources provides high qualified teaching resources and correct value orientation for colleges and universities' ideological and political course, and has an extremely significant value in colleges and universities' ideological and political course.

Introduction

In recent years, people become more and more inseparable from the network in life. When the function of hand-held mobile terminal equipment is constantly updated and the emerging mass media technology is quickly upgraded, society enters into a new media era with rich information and being mainly composed of personal communication - we-media time. At we-media time, everyone is the communicator and receiver of information, and everyone can deliver life concept, express feelings, and share all kinds of information by using we-media platform. Network technology provides the technical conditions of information dissemination and sharing resources for people in the public field, and we-media realize people's freedom of expression and democratic rights. When this open and diverse network information dissemination way rapidly affect the university campus, this barrier-free dissemination way with huge information content being intermingled with the good and bad can easily cause college students with still immature rational thinking and unsteady values to be unclear of ideals, lose beliefs, even deviate values and blur moral consciousness^[1] which seriously affect college students' understanding of socialist core values. We-media deconstructs the main body relations of traditional ideological and political education in colleges and universities, ideological educators no longer have the speaking right, and the teaching effect of ideological and political education has been unprecedentedly challenged.

The value of red cultural resources at we-media time

Red culture originates from the traditional essence of Chinese nation, and the connotation of red culture refers to the unique physical form and spiritual qualities formed by Chinese people in the construction and struggle led by the communist party of China in the period of new-democratic revolution and socialist construction^[2] The exploration of red culture's educational value can feasibly promote ideological and political course's educational work on students in colleges and universities.

Red cultural resources mainly refers to the revolutionary history, revolutionary deeds, revolutionary spirit, and the left memorials and markers formed by Chinese people in the long-term revolutionary struggle and socialist construction period under the leadership of the communist party of China. The content can be mainly divided into two aspects: on one hand, the red cultural

resources exist in the form of concrete physical objects; they mainly refer to the physical carriers, such as the surviving sites, museums, memorial halls, exhibition halls, martyrs' cemeteries, cultural works, and so on that are left by the revolutionary lofty ideals in the revolution and construction period. On the other hand, the red culture resources are in the spiritual level, and they mainly include the great national spirit of being arduously struggling, constantly striving, peace-loving, industrious and brave, unflinchingly facing death, and extremely faithful with the core of patriotism formed by Chinese people under the leadership of the Communist Party of China in the revolution and socialist construction period; it also includes the moral sentiment of being arduously struggling and constantly striving, and the spiritual fruit of being patriotic and peace-loving; besides, it contains the knowledge, belief, value, spirit, system, standard, and so on used in the revolution to solve difficulties. These resources are the results of combining the Marxist theory and the practice of Chinese revolution and construction, and are also the concentrated reflection and embodiment of revolutionary spirit and excellent tradition of the Communist Party of China.

Contemporary college students grow up in the era that media technology becomes increasingly prevalent, the "decentralization" feature of we-media becomes increasingly apparent, and the impact of the various values makes it very difficult for contemporary college students to achieve a consistent understanding and identity of the value orientation of ethnic and national consciousness. Red culture resources highly correspond to the ideological and political course, and the true and convincing educational materials related to college students' world outlook, the outlook on life, values, morality, and so on can be found in the red culture resources. It has a far-reaching significance of introducing the red cultural resources to the classroom for upholding the core socialist values and deepening the teaching effect of ideological and political course.

Firmly holding patriotism and being clear of political stance. Red cultural resources have distinct historical and realistic significance; they are the solid cultural foundation of the time spirit's constant development and innovation, and the valuable spiritual sustenance for contemporary college students. Basing on red cultural resources to carry out practical teaching activities of ideological and political courses, the college students are led into the old revolutionary areas, revolutionary memorial halls, the revolutionary martyrs' cemeteries, and affected by the red culture; the red cultural resources should be internalized into college students' spiritual food, which makes them truly experience the hardship of revolutionary struggle course and socialist construction course in our country, feel today's life being hard-won, cherish the good in the present, stimulate their love of motherland, strengthen national pride and self-confidence, and strive to make motherland become more powerful. Therefore, the red cultural resources are useful in making college students love motherland, firm their political stance and direction, and profoundly realize the historic mission on their shoulder.

It is helpful for students to transform from "passively taught" to "positively absorbing", and conscientiously build up the core socialist values by enriching the teaching content of ideological and political course. With the help of we-media's characteristics of being openly multiple, rich information, rapid transmission, real-time interaction, convenient retrieval, intuitive varieties, low threshold, and so on, teachers make a full use of the red cultural resources and take an active attitude to interpret diverse ideologies in classroom teaching; teachers inspire college students' subjective initiative by fully using the inclusive we-media platform, and make students themselves actively find, transmit, and accept the content of red cultural resources, which shows the college students' main body status as the educated men. Teachers use the we-media technology to propagate the red cultural resources, and make students know that the socialist road is not an illusion and the core socialist values are not out of reach by using the clear true people and stories which are not far-reaching to penetrate the core socialist values, which gradually helps the young college students establish an overall conceptual framework of correct multiple ideologies, and distinguish the difference between the mainstream consciousness and multivariate. By doing that, the theories of core socialist values are deeply rooted in the mind of college students, and make them have a profound cognition and extensive recognition of the mainstream values.

The exploitation and utilization of the red cultural resources in ideological and political course at we-media time

All kinds of cultural zeitgeist and values fully blend and clash at we-media time which brings the confusion without the compliance to the contemporary ideological and political course in colleges and universities. Colleges and universities should properly grasp we-media's character of being open and timely, use all kinds of relative educational platforms, and strengthen the exploitation of red cultural resources. The red cultural resources should be blended into the ideological and political education system by the educational way of asking students to study online, interactively find solutions, submitting their reflection online. The traditional teaching mode should be changed and the core socialist value system should be used to lead and integrate the multiple values of the contemporary youth in order to achieve college students' self-management and self-learning, and command the speaking right of college students' ideological and political course at we-media time.

Combining the teaching platform with the we-media platform, and updating the teaching content with the time. The coming of we-media time provides a more novel approach for the ideological and political educational work in colleges and universities, that is, the real-time and fissile transmitting feature breaks the boundaries of time and space of traditional ideological and political education. At we-media time, college students pay more attention to share experience with each other, tend to be mutually independent and autonomic, and communicate and interact equally, and independently express themselves. Introducing we-media into classroom, and using red resources website to promote the interaction online and offline and broadcast red cultural products gives students a chance to accept the red cultural education and edification in a relaxed and happy process of appreciation; teachers ingeniously design teaching content and use we-media platform to create scene reappearance trying to meet students' psychological needs. Students should experience the hard revolutionary life immersively, appreciate the red cultural spirits, accept the red cultural edification, temper their will, and make every practical experience they take part in improve and sublime their ideological and moral quality. The original preaching in real classroom should be transformed into interacting with students in the virtual world by micro interview, micro conversation, and so on; the red cultural resources should be penetrated into students' life and study, and the reality and virtualization should be combined in students' ideological and political education in order to strength the actual effect of ideological and political educational work.

Teachers of ideological and political course in colleges and universities closely follow the pace of times and improve their own quality. Teachers should improve their theoretical attainment, and profoundly understand and grasp the theories of red cultural resources, by which they can have the ability to deal with social problems. Faced with the huge information brought by we-media, teachers should be good at seizing every opportunity, and timely pay attention to sensitive information. When some hot problems arouse students' attention and discussion, teachers need to quickly update hot information, enhance the readability, attraction and appeal of information, use the theories of red culture to make a timely explanation, response and guidance, and help students to correctly treat social hot issues in the analysis of practical problems. Teachers should improve their network technological literacy, learn the relative training of network technology, and learn to use various we-media platforms to transmit red culture; teachers should make the content of ideological and political course gradually access into students' minds by using the strong network functions to propagate the red cultural theories with the vivid and abundant technological methods. Teachers should know students' ideological tendency by facilitating the platform account to communicate with college students, and make the new methods and carriers constantly enrich the ideological and political education work in colleges and universities.

Construct the we-media position and campus culture in the atmosphere of red culture. We-media position of ideological and political education should be actively set up, and the official we-media platform should be carefully built and maintained in order to promptly update the red information. Strengthen information management and red education, seize the cultural high ground, reduce the ideological invasion of bad information to college students by the means of technology and system as far as possible, and make red cultural resources accompany with the forming process of college

students' values. Construct red campus culture, widely use all available resources and forms to expand the propaganda of red culture, and make full use of new media to expand the recessive education space, such as, organizing online campus culture construction with the red culture as the theme, setting up public cultural lectures to spread red culture, organizing the younger generation to create the network literature and comic stories with the prototype of red cultural subjects by applying the we-media platform, developing experiential games at red education bases, writing blogs and We-chats to widely transmit red culture, eulogize the revolutionary spirit, and create a strong red cultural education atmosphere in campus.

Conclusion

Based on the analysis of the role of red cultural resources in Ideological and political education in Colleges and Universities . Since the we-media time, to make full use of network platform, with a variety of technical means to the development and utilization of red cultural resources, the ideological and political education can be played a positive role in Colleges and Universities.

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