



# Research on the New Media Communication Path of Red Culture in Universities from the Perspective of Great Ideological and Political Affairs

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## Abstract

Red culture, as one of the distinctive ideological and cultural characteristics of our country, holds special significance and plays a crucial role in the ideological and political education of college students. With the advent of the new media era, new channels and approaches have emerged for traditional ideological and political education among college students. However, this development has also presented certain challenges. For example, the impact of network information technology on traditional ideological and political education work is significant. The complex network environment and the poor self-control of college students contribute to this impact. Therefore, it is necessary to take effective measures to enhance college students' awareness and understanding of revolutionary culture and the dissemination of new media. This will help guide them in the correct use of new media technology and improve their ideological and political literacy. Therefore, this article analyzes the new media dissemination path of "red culture" in universities from the perspective of ideological and political education, in order to provide a reference.

## Keywords

Great ideological and political perspective, Red culture in universities, New media communication, Route

## Introduction

From the perspective of ideological and political education, the promotion of red culture and new media in universities is a crucial method to modernize ideological and political education in universities and enhance the quality and effectiveness of ideological and political education efforts. Through the dissemination of new media, red culture can be more effectively spread, thereby enhancing college students' comprehension and appreciation of red culture. At the same time, it can also help students better contribute to the socialist cause.

## 1. The Connotation of Red Culture and New Media Communication in Universities from the Perspective of Great Ideology and Politics

Connotation of red culture: the red culture of colleges and universities refers to the cultural wealth created and accumulated by college teachers and students in the long-term process of revolution and construction under the leadership of the CPC. It includes content such as red education, red traditions, and red spirit.

The connotation of new media communication: New media refers to modern information dissemination technology centered on digital technology, including various forms such as the internet and mobile internet. It is a medium for information transmission and communication, which can help people better access and share information (Li Yaoyao,

et al., 2020).

The relationship between red culture in universities and new media dissemination: There is a close connection between red culture in universities and new media dissemination. Red culture in universities is the cultural wealth created and accumulated by teachers and students in the long-term process of revolution and construction, while new media dissemination refers to the dissemination and promotion of red culture in universities through modern information technologies such as the Internet and mobile internet (Lei Yuqiao & Gao Yuan, 2022).

## **2. The significance of integrating red culture into ideological and political education for college students**

(1) It is beneficial for promoting college students to establish correct ideals and beliefs

In the era of new media, people can access a large amount of information through various forms such as social media, online videos, and online games. However, this information can sometimes be negatively affected and may cause college students to lose themselves. The spirit of hardships, courage to struggle, and perseverance contained in red culture can help college students understand the hardships and difficulties of achieving independence for the Chinese nation. At the same time, the red culture can also help college students better understand and accept the cause of socialism with Chinese characteristics under the leadership of the CPC, and guide them to establish correct ideals and beliefs.

(2) Beneficial for cultivating the sense of historical mission and social responsibility of college students

In order to achieve the independence and development of the Chinese nation, the Chinese people have endured countless trials and tribulations. The most important event was the Chinese revolution and the construction process under the leadership of the CPC. The Chinese revolutionary path, under the leadership of the CPC, has been tortuous and arduous. Countless individuals with lofty ideals have fought bravely and made sacrifices in the struggle. In this new era, it is imperative that we continue to promote the spirit of sacrifice and make relentless efforts to achieve the great rejuvenation of the Chinese nation. In the era of new media, it is necessary to implement red culture education among today's college students. This helps them understand the challenges and obstacles in achieving independence for the Chinese nation, as well as cultivate their sense of historical mission and responsibility so that they can shoulder the weighty responsibilities of their time (Zeng Fangyun, 2018).

(3) Beneficial to enhancing the effectiveness of ideological and political education for college students

Red culture is the cultural wealth created and accumulated in the process of Chinese revolution and construction under the leadership of the CPC. It vividly embodies the revolutionary spirit, construction spirit and reform spirit in the process of Chinese revolution and construction. These spirits can help college students understand and understand the history of the CPC and improve their ideological quality.

## **3. Opportunities and challenges faced by red culture education in universities from the perspective of ideological and political education**

(1) Opportunities Faced by New Media Communication of Red Culture in Universities from the Perspective of Great Ideological and Political Affairs

The opportunities faced by the new media dissemination of red culture in universities from the perspective of ideological and political education mainly include the following aspects: firstly, the development of internet technology has provided more convenient channels for the dissemination of red culture through new media. Through internet technology, red cultural content can be combined with various social media platforms, online games, etc. to create more vivid and interesting forms of communication and increase the attention and use of college students (Zhou Jing, 2011).

Secondly, internet technology has made the dissemination of red cultural content more precise. Through internet technology, it is possible to analyze the reading habits, interests, and hobbies of college students, in order to better disseminate the content of red culture in universities.

Thirdly, internet technology can improve the effectiveness of new media dissemination of red culture. Through internet technology, red culture information can be released in a timely manner, thereby increasing the attention of college students to red culture in universities.

Fourthly, internet technology can promote the dissemination and exchange of red culture. Through internet technology, a platform for exchanging red culture in universities can be established, promoting communication and

cooperation among college students, and enhancing the cohesion and vitality of red culture in universities.

Fifth, internet technology can analyze the behavioral habits of college students. In short, the opportunities faced by the new media dissemination of red culture in universities from the perspective of ideological and political education mainly include the following aspects: firstly, the development of internet technology; The second is the combination of red cultural content and new media dissemination; Thirdly, internet technology can improve the effectiveness of the dissemination of red culture; Fourthly, internet technology can promote the dissemination and exchange of red culture; Fifthly, analyzing the behavioral habits and other information of college students can better disseminate the content of red culture in universities. These opportunities provide more convenient channels and resources for universities to carry out the dissemination of red culture, enabling them to better utilize new media platforms to carry out ideological and political education work (Zhong Jiaquan, 2019).

#### (2) Challenges Faced by New Media Communication of Red Culture in Universities

At present, red culture education in colleges and universities in the new media era mainly faces the following three challenges: First, the characteristics of fragmented communication hinder the development of systematic thinking. In modern society, the dissemination of content related to revolutionary culture through new media is predominantly fragmented, lacking in systematic discussions. This includes red culture information shared within social circles, red culture comments posted by microbloggers, and theme messages promoted by official red culture accounts. If college students continue to accept fragmented information about red culture for an extended period, it will negatively impact the development of their theoretical thinking about red culture. This will make it challenging for them to form a comprehensive understanding of the red culture system. The second issue is the frequent occurrence of cultural misconduct among college students. In the new media environment, people play a dual role as both transmitters and receivers of information on the internet. When confronted with a substantial amount of information, individuals who lack extensive experience are more susceptible to being deceived by false information. This can result in the dissemination of inappropriate cultural behaviors. For example, some individuals intentionally disseminate malicious and distorted information about red culture, and they also follow internet trends to maliciously distort red classics (Jiang Yao, 2022).

### **4. The New Media Communication Path of Red Culture in Universities from the Perspective of Great Ideology and Politics**

#### (1) Building a New Media Platform for Diversified Red Culture Education

Utilize social media platforms. Universities can use social media platforms to establish a platform for promoting red culture in universities, which can interact and share red culture content with social media users, thereby enhancing the learning interest and enthusiasm of college students. Social media platforms can be used to publicize the red culture of colleges and universities, such as establishing social media accounts such as WeChat official account and microblog, pushing red cultural content, publicizing the spirit of red culture, and publicizing the significance of red culture in colleges and universities.

Utilize short video platforms. Short video platforms can make it easier for college students to learn and understand red culture content. For example, red culture video channels can be created on short video platforms, red culture video content can be published, and interaction with fans can be used to promote red culture in universities.

Utilize online gaming platforms. Universities can use online game platforms to attract the attention and use of college students. For example, some online games can be designed to reward college students by completing tasks, thereby enhancing their learning enthusiasm and initiative.

Utilize campus portal websites. Campus portal websites can make it more convenient for college students to access information, such as publishing information on campus life and learning outcomes. For example, we can set up WeChat official accounts such as a campus network and Hongge network to push Hongge and promote the spirit of Hongge; A campus news website can be established to release the latest news and activities of universities.

Utilize APP applications. APP software can make it more convenient for college students to learn and understand the red culture content of universities. For example, it is possible to establish red culture learning applications and create red culture learning WeChat groups to promote red culture in universities; You can publish red culture learning tasks, learning outcomes, and other information on the APP application, encouraging college students to complete tasks and receive rewards to improve their learning enthusiasm and initiative. Through these platforms, universities can better promote the content of red culture in universities, enhance the learning interest and enthusiasm of college students, and enhance their sense of historical responsibility and mission.

## (2) Leveraging the advantages of information technology and promoting new media dissemination

Firstly, use social media to spread red culture through social media platforms. On social media, red culture content can be combined with themes such as campus culture and revolutionary history to build a red culture dissemination platform, attracting more attention and use from university students. Secondly, utilizing mobile internet technology to spread red culture. Mobile internet technology can be used to combine red cultural content with mobile devices, creating convenient communication channels and enhancing the influence of red cultural dissemination. Thirdly, utilizing virtual reality technology to spread red culture. Virtual reality technology can be used to combine red culture content with virtual reality, creating more vivid and interesting forms of communication, and increasing the interest and attention of college students. Fourthly, utilizing artificial intelligence technology to spread red culture. Artificial intelligence technology can be used to analyze the reading habits, interests, and hobbies of college students, in order to better spread the red culture of universities. Fifth, spread red culture through big data technology. In short, the effective path for the new media dissemination of red culture in universities from the perspective of ideological and political education is to use social media, mobile internet technology, virtual reality technology, and artificial intelligence technology to spread red culture in universities; Enhance the interest and attention of college students towards red culture in universities through various means such as publicity and education, cultural experience, etc; Strengthening information supervision and maintaining the campus network environment can effectively protect the network rights and interests of college students.

## (3) Establish and improve the curriculum system related to red culture education

Universities need to incorporate red culture into the formal curriculum and teaching system. Here are some methods: adding red culture courses. Universities can add content on red culture to formal ideological and political education courses. For example, integrating red culture into ideological and political courses, counselor training courses, etc. Through classroom teaching, college students can have a deeper understanding of the history and spirit of red culture, and enhance their ideals and beliefs. Carry out red culture-themed activities. Cultural-themed activities can be held, such as red songs, red documentaries, etc., to enable college students to learn and understand red culture more vividly. Strengthen the promotion and education of red culture. Universities can organize students to visit the Red Culture Education Base and other means to deepen their understanding of the spirit and connotation of red songs and enhance their ideals and beliefs. Universities can organize college students to carry out red culture practice activities, such as visiting revolutionary sites, martyr cemeteries, and other places for learning, so that college students can have a deeper understanding and practice of the red spirit. Build a red song teaching system. Universities can incorporate the teaching of red songs into the formal curriculum and teaching system, allowing college students to deeply learn and practice red culture through methods such as singing red songs and music appreciation.

## 5. Conclusion

From the perspective of ideological and political education, the environment for Red culture education among college students has undergone tremendous changes. The application of modern information technology not only offers extensive opportunities for cultural education in universities but also opens up new avenues for red culture education in universities. In the context of new media, universities should guide students to develop a balanced understanding of the opportunities and challenges presented by the integration of ideological and political education. They should also help students comprehend the advantages and disadvantages of seeking benefits and avoiding drawbacks. Furthermore, universities should encourage students to fully leverage the technological benefits of new media and integrate red culture with ideological and political education. This will enable them to guide college students in establishing a correct perspective and enhance their ability to learn professional knowledge effectively.

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