

Research on the Path of Red Gene Integration Into the Construction of University Dormitory Culture

-- Taking Jiangxi University of Finance and Economics as An Example

Wei Yang, Shenghui Liao, Yuhan Zhou

Jiangxi University of Finance and Economics, Nanchang 330000, China

Abstract

With the continuous promotion of red ideological and political education in the country, colleges and universities in our country pay increasingly attention to the inheritance of red genes and its ideological and educational effect on college students. At present, colleges and universities lack an effective long-term mechanism for red gene education, and scholars mostly focus on college classrooms in this regard. This research starts with the construction of dormitory culture and opens up a new path for the integration of red genes. On the basis of understanding the basic connotation of red genes, we discuss its significance to the construction of dormitory culture, and proposes a feasible integration path according to the actual situation. It aims to make the red gene better inherited, better absorbed by college students, and provide some supplements for related research.

Keywords

Red gene; Dormitory culture construction; Ideological and political education; Path analysis.

1. Introduction

The construction of red culture is a very important part of socialist cultural construction. In the new era of socialist construction in China, we also need to constantly explore new ways to integrate red culture into the lives of college students. Among them, the dormitory is one of the most important places for activities. The strong red cultural atmosphere in the dormitory will help students better understand the essence and connotation of red culture so as to enhance the positive impact of red genes on students. Therefore, after the investigation shows that the activity has certain feasibility, this paper explores the integration of red genes and the construction of college dormitory culture, and proposes specific and effective paths from theory to practice.

2. The Connotation of the Red Gene

In February 2013, General Secretary Xi Jinping first proposed the concept of "red gene" when he inspected the Lanzhou Military Region. The red gene is the inheritance of a revolutionary spirit. Ruijin, Jinggangshan, Zunyi, Yan'an, and Xibaipo, without exception, have collected history because of their "redness". The red gene is the spiritual core of the Chinese Communists and the spiritual bond of the Chinese nation, inspiring generations of Chinese sons and daughters to be strong and self-reliant, adhere to their dreams, and move forward bravely for the great rejuvenation of the Chinese nation.

Regarding the characteristics of red genes, academic circles have different summaries, which are mainly divided into the following points: revolutionary, popular, moral, advanced, stable,

and practical. Scholars Zhang Jianbao and Hu Zhanjun believe that the red gene condenses the revolutionary ideals of socialism and communism, ideals and beliefs are the solid cornerstone of the red gene, and revolutionary is its eternal character. From Shikumen to Tiananmen, from Xingye Road to Fuxing Road, the Communist Party of China was born and prospered for the people. Seeking happiness for the people is the core value of the red gene, and people's nature is the essence of its value. At the same time, the extraordinary journey of the Chinese Communists for a century, the pursuit of ideals for a century, and the struggle and sacrifice for a century have nurtured their splendid red genes. Its rich content is the sublimation of the great practice of the Chinese Communists, and a concentrated portrayal of the Chinese Communists' ideology and behavior. The red gene is the fundamental moral coordinate of the Chinese Communists. [1] Scholar Zhang Fenglian pointed out that the formation of the red gene was guided by Marxism, absorbed the essence of Chinese excellent traditional culture, tempered and formed on the basis of socialist revolution practice, rich in lofty ideals, firm beliefs, seeking truth from facts, selfless dedication, hard work, wholeheartedly serve the people and other advanced content. Once the red gene is formed, it has strong internal stability and penetration, like a surging red artery, running through the history of our party's development, and permeating and nourishing our party's great practice of socialist revolution, construction and reform. The red gene is formed in the practice of socialist revolution, tempered and sublimated in the practice of socialist revolution and construction, and internalized into a powerful spiritual force for people to transform nature and society. [2]

The red gene is the ideological element and spiritual system that embodies the nature, purpose, ideals and beliefs, and spiritual style of the Communist Party of China, and is a vivid portrayal of the excellent traditional culture of the Chinese nation. [3] The red gene embodies the party's purpose of serving the people wholeheartedly and the party's spirit of daring to face difficulties. The red gene is also deeply rooted in the excellent traditional culture. It draws nourishment from the traditional culture, constantly radiates new vitality and vigour, and shows the new value of the times. Through the inheritance of red genes, it helps college students to establish lofty ideals and firm beliefs, establish correct worldview, outlook on life and values, view the development of social civilization from a wise perspective, distinguish backward culture from decadent culture, and establish sound socialist core values. [4]

3. The Significance of Integrating Red Genes into the Construction of Dormitory Culture

3.1. Theoretical Significance

3.1.1. Explore New Means of Dissemination of Red Culture in The Context of The New Era

In the current college education, the dissemination of red culture is still relatively simple, and there are relatively few red resources on campus, which cannot satisfy current college students' enthusiasm for learning about red culture. Therefore, the inheritance of red genes should be based on practice, slowly integrating into the current ideological and political education in colleges and universities. At the same time, it is also necessary to appropriately enrich the red cultural resources on the campus by continuously digging into the red cultural stories and the needs of red cultural education, analyze the essence of the red gene and explore a way to integrate it into the cultural construction of college dormitories to supplement the calcium of faith for college students. Under the current new era background, the dissemination of red culture also needs to rely on the background of the times to carry out reasonable innovations

to be closer to the psychology of contemporary young people, and to continuously deepen and cultivate young people's belief in red culture.

3.1.2. Find Commonalities from Research on Red Genes and Dormitory Culture to Promote Higher Education

Analyze the similarity between red culture and college dormitory culture ,find out their intersection that can cooperate with each other, and integrate red culture and dormitory culture to a certain extent.In this way, dormitory members can learn red culture spontaneously and consciously and being influenced by red culture ,which is conducive to improving the ideological realm of college students and their self-education and self-management capabilities.At the same time, it is beneficial to the development of red culture education in schools.

3.2. Practical Significance

3.2.1. Provide A New Possible Path for Better Integration of Red Genes Into College Students

Taking the red culture as the ideological guide effectively mobilize college students to actively participate in the construction of dormitory culture, promote the autonomy of college students in ideological and cultural construction and realize cultural co-construction. For example, through the network guidance of the “Learning Powerful Country” APP , “ Learning Powerful Country ” APP provides rich learning resources for the construction of college students' dormitory culture, records their learning, and better guides college students to form a good dormitory culture. At the same time, the cultural construction in the unique living space of college students has a unique value in the world outlook, values and outlook on life of the college students. Integrating ideological and political education into dormitory culture construction in colleges and universities provides a good environment for the formation of correct ideological values for college students, which is incomparable to classroom and campus culture construction. This cultural construction method has special value in promoting and realizing effective university ideological education.

3.2.2. Analyze the Cultural Characteristics of The Current Dormitory and Find Out Possible Entry Points for Publicity

The current dormitory culture is characterized by the phenomenon of mutual adaptation and conflict among college students with similar cultural levels. Generally speaking, the content of college dormitory culture includes the material culture, spiritual culture and behavioral culture of the dormitory. The dormitory culture has the characteristics of harmony and mutual integration. These youths with different hometowns, different personalities, original families and different levels of social education have different temperaments and cultural backgrounds, and their behaviors are also determined by these differences. In addition, individual living habits, hobbies, and personalities are different.However, everyone has to spend their four years of college together in the same environment. Different cultural backgrounds are integrated and interwoven in the dormitory, forming the unique cultural characteristics of each dormitory. What's more, there are the following characteristics : first, the campus is more bookish; second, there is a tendency to follow fashion trends; third ,it reflects impetuous emotions; fourth,it has a strong secular cultural color. Because of this, we need to refine the characteristics of the dormitory in practice and select the available characteristics for the subsequent propaganda of red culture.

4. The Way for Red Genes to Be Integrated into Dormitory Culture Construction

4.1. Specific Path

4.1.1. Integrate Red Genes Into The Construction of Dormitory Culture Using The “ Learning Powerful Country ” App as A Medium

The “Learning Powerful Country ” learning platform is an APP officially launched on January 1, 2019 by the Propaganda Department of the Central Committee of the Communist Party of China. The platform aims to learn the main content of Xi Jinping thought on socialism with Chinese characteristics for a New Era and the spirit of the 19th National Congress of the Communist Party of China . It not only opens columns such as “New Ideas” and “Time of the 19th National Congress of the Communist Party of China”, but also provides original high-quality content from major central news units. And there are various forms, including articles, broadcasts, videos, special quizzes, and battle quizzes, etc. After completing each projects, you can earn points and exchange benefits on the platform to form a certain incentive for participants.

The “ Learning Powerful Country ” APP is now mainly popularized among party members, and the social group accounts for a large proportion. Based on this, using this platform in dormitory units can effectively expand the participation of college students, promote the college students to deepen their understanding of red genes, draw their attention to the country's political history, and build an online ideological and political education platform outside the classroom. To implement the plan, firstly ,you can communicate with the teachers of the party groups of each college to obtain the approval of the trial implementation, and carry out a large-scale publicity on the college public account, class groups, ideological and political classrooms, etc.. Secondly , publish a formal trial plan, and describe the initial intention, process and expected results of the plan's implementation. Thirdly, students are encouraged to download the “ Learning Powerful Country ” APP, whose have been become party members in each dormitory can play a leading role. What's more, after a period of familiarity with the App's boards, each college will start the dormitory unit point mechanism for regular records and effect feedback. After the trial period is over, adjustments and improvements will be made according to the feedback results, subsequently, a later-stage plan will be formulated.

4.1.2. Combined with Ideological and Political Classroom Practice Projects to Integrate Red Genes into The Construction of Dormitory Culture

Ideological and political education in colleges and universities is an important part of college students' education, and it has a good role in shaping college students' world outlook, outlook on life and values. Many ideological and political classrooms combine teaching theory and self-practice. For example, the self-practice part is placed in the dormitory unit, and ideological and political education is integrated into the dormitory culture construction. It is incomparable to the construction of classroom and campus culture. This cultural construction method has special value in promoting and realizing effective university ideological education.

Ideological and political courses, such as Mao's overview, outline of modern Chinese history, ideological and moral cultivation and legal basis, are mostly taught in administrative classes, and it is feasible to conduct offline practice through dormitory units.

For this path, you can first contact the Marxist Academy and make suggestions. Each ideological and political teacher arranges practical work to be completed in dormitory units. The project provides some reference solutions, such as watching a red movie, experiencing a red scene simulation website or Immersive red culture pavilion, sharing information related to red

culture, playing a script killing with a red historical background, organizing film and television imitation shows within the dormitory, etc., integrating the unique dormitory environment with the current popular form of college students. After implementation, feedback from teachers and classmates can be collected and corresponding improvements can be made.

4.1.3. Take the History of The School and The History of The Province and City Where It Is Located as the Basis of Learning to Integrate the Red Gene Into the Construction of Dormitory Culture

To a certain extent, the history of the school and the history of the province and city where it is located are closer to the college students, and the historical events that happened in the same place can more resonate with the college students, so as to strengthen the national responsibility and mission that the younger generation should take, to guide the ideological development and behavioral practice of college students. School history with red theme reflects the spirit and firm belief of the ancestors in unremitting struggle for the construction of the motherland, as does the history of provinces and cities. They are the red genes that college students need to pass down from generation to generation as young people in the new era.

Judging from the characteristics of the place and the time of the activities, the dormitory is the best place to discuss and share the history of the school, province and city. In addition, the dormitory units conduct offline activities inside and outside the campus, which not only is appropriate in terms of number of people and is convenient for discussion, but also makes it easier to organize and carry out, especially in the context of the epidemic in the past two years, if necessary precautions are taken.

During the implementation process, the head of the dormitory, as the group leader, served as the person in charge, and the other dormitory members actively cooperated. On the one hand, the person in charge regularly initiates discussions in the dormitory on the history of the school and the history of provinces and cities with red theme. This discussion can be easily integrated into daily chat and sharing. When necessary, you can use online books to inquire, and finally record in the form of online audio and video records, reports, pictures, etc..On the other hand, the person in charge should make plans and precautions in advance.For example, he can organize roommates to visit the school's historical wall and cultural park, go out of the campus to visit the red historical sites in provinces and cities, or watch school history documentaries offline, etc., during which some experiences can be recorded by taking photos and videos.Lastly, the total materials can be organized into a log and submitted to the Youth League Committee.

4.1.4. Hold the “ Looking for a Model Red Dormitory ” Activity to Integrate Red Genes Into the Construction of Dormitory Culture

At present, most of the schools put forward the requirements for students' dormitories to pay attention to preventing potential safety hazards, keep the dormitories clean and tidy, and pay attention to the daily learning atmosphere. The college conducts civilized dormitory evaluations on a regular basis, but has little involvement in the construction of dormitory culture. Similar to the urging and motivating effect produced by the civilized dormitory, the implementation and development of the Party and League work can also be considered to incorporate the construction of red culture into daily management . Looking for a model red dormitory is just an appropriate method , playing an exemplary and leading role in the integration of red genes into cultural construction. At the same time, a series of red activities are held in the dormitory unit, which not only stimulates the enthusiasm of students, but also forms a unique cultural atmosphere and even creates school characteristics.

In the implementation of this approach, the college can arrange the student union department to be responsible for this activity and conduct regular selections. The selection of the model red dormitory adopts a points system. The corresponding points are accumulated through each red series section, including dormitory red knowledge contest, red vlog shooting, red melodrama design, red family book recitation, etc., and the top-ranked dormitory in the specified period is selected according to a certain proportion. Each section can also select excellent dormitories and reward them. Before the series of activities, each dormitory can be registered online, and follow-up relevant matters can be operated on the platform. The selected dormitory will receive corresponding awards, and its members can receive personal honors.

4.2. The Expected Effect of the Implementation of The Path

The above paths all revolve around the theme and purpose of integrating the red gene into the dormitory culture construction. They are attractive and feasible, and are close to the life of college students and combine with contemporary youth trends, with various forms. It provides some ideas for the lack of effective long-term mechanisms and feasible paths for red gene education in colleges and universities, and opens up an effective position for the promotion and inheritance of red genes.

These paths not only build a platform for ideological and political education outside the classroom, which is conducive to the innovation and further practice of ideological and political education, but also promotes college students to consciously build a dormitory culture and spontaneously absorb the nutrition of red culture to better enhance their ideological awareness, to shape personal character. In this way, it will play a long-term effect and encourage college students to continuously absorb Chinese energy, combine the realization of self-worth with the Chinese dream, actively give back to the society, and grow into the young people of the new era that the country really needs.

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