

# Culture Research Under the Background of Red Gene Inheritance Education in China's Colleges and Universities

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**Abstract:** The red gene is a series of rational sublimation of a series of excellent traditions conceived and accumulated by the Communist Party of China in the great practice of leading the Chinese revolution, building, reforming, and opening up, and realizing the Chinese Dream. College students are the representatives of advanced intellectuals and the youngest generation in China. They have ideals and aspirations, are the main body of higher education in China, and shoulder the historical responsibility of realizing the great rejuvenation of the Chinese nation. By combing the relationship between red gene inheritance education and excellent college students' training, this paper proposes to carry out red gene inheritance education in colleges and universities. It aims to create a favorable atmosphere for red gene inheritance education, stick to the red gene inheritance education position. Also, the drive is helpful for boosting red gene inheritance education, selecting red gene inheritance education models, and red gene inheritance education cultural products. In addition, the campaign contributes to integrating outstanding students with the great dreams of the country and nation.

**Keywords:** red gene; excellent college students; cultivation

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**I**n February 2013, General Secretary Xi Jinping first put forward the concept of "red gene" during an inspection tour of the Lanzhou Military Region, pointing out that it is necessary to give full play to the advantages of red resources, carry out in-depth education on party history, military history, and fine traditions, and pass on the red gene from generation to generation. Colleges and universities should consciously inherit red gene education, persist in building up people by virtue, and train more excellent college students. They should help students become red dream builders, use red genes to rally spiritual strength, and march forward bravely on the new long march road of building a "double first

—class" Chinese Dream, which is devoted to the great rejuvenation of the Chinese nation.

## 1. Significance of the Red Gene Inheritance Education in Colleges and Universities

Colleges and universities are the important position of national education and shoulder the important task of cultivating high-quality talents needed for national construction. President Xi Jinping pointed out at a national conference on ideological and political work in China's colleges and universities that higher education in China is shouldering the important task of cultivating the constructors and successors of the socialist cause who have all-round moral, intellectual, physical, and aesthetic grounding with a hard-working spirit, and

must adhere to the right political direction. We must firmly grasp the direction of running a socialist school. The development of red gene inheritance education in colleges and universities can help college students to recognize the general trend of historical development, support college students to strengthen their ideals and beliefs, help college students to strive hard, help college students to strengthen their responsibilities, and take on their mission. This helps to answer the fundamental question of what kind of people, how, and for whom. Colleges and universities should consciously integrate the red gene inheritance education into the student series theme education, cultivate the students' historical consciousness, political consciousness, cultural consciousness, party spirit consciousness, and let the red gene form a prairie fire around the students.

## 2. Current status of research on red genes and typical cultivation of college students at home and abroad

Through literature collation, domestic scholars mainly study the connotation and characteristics of the red gene, the way of red gene inheritance, the connection between the red gene and the Chinese Dream, socialist core values, and so on. In terms of the connotation and characteristics of the red gene, some scholars have pointed out that the red gene is the advanced essence, ideological line, glorious tradition, and a fine style of the Communist Party of China in its long struggle<sup>[1]</sup>. Based on the theory of cultural genes, Wu Na believes that the red gene is proletarian, national, and scientific<sup>[2]</sup>. Zhao believes that the red gene is the core and inheritance of a revolutionary spirit, which can be summarized as: firm faith, strict discipline, loyalty to the party, one mind for the people, hard struggle, the courage to sacrifice, seeking truth from facts, brave to break a new road, clean and clean, selfless dedication. The red gene has the characteristics of resources, history, spirit, and culture<sup>[3]</sup>. Yao Zhijun pointed out that to inherit the red gene, he should firmly and persistently

pursue ideas, seek truth from facts, breaks new paths, work hard to overcome difficulties, and rely on the masses for victory<sup>[4]</sup>. In addition, in military schools, we should make great efforts to build four classes in military history, English model, experience, and practice, and inject the red gene into the blood veins of the recruits in the training and education of the recruits<sup>[5]</sup>. In colleges and universities, we should give full play to the central classroom position, take the initiative to occupy the new network position, carry out in-depth social practice activities, strengthen the red entrepreneurship education of college students, and strengthen the organization and construction of class groups<sup>[6]</sup>. In terms of the red gene and the realization of the Chinese Dream, Wang Wei and Liu Jiagui believe that the red gene has the ethical value of firm belief, the value of seeking truth from facts and daring to innovate, the value of being dedicated to the people and being honest and clean, the inheritance of the red gene provides the spiritual impetus for the realization of the Chinese Dream, helps to explore the Chinese road to realize the Chinese Dream, and condenses Chinese strength for the realization of the Chinese Dream<sup>[7]</sup>.

There is no direct discussion on the typical cultivation of college students in foreign countries. Still, there are some related studies on example education, such as Suhomlinski's research on example in education and teaching practice. In China, it mainly focuses on the typical connotation and characteristics of college students, the problems existing in the typical cultivation of college students, and the countermeasures of the typical cultivation of college students. In terms of the typical connotation and characteristics of college students, Chen Wanbai and Zhang Yaocan believe that typical advanced education is to educate and guide people to consciously raise their ideological awareness and standardize their behavior by giving play to the demonstration guide of people or things with typical and exemplary significance<sup>[8]</sup>. In

terms of the problems existing in the typical cultivation of college students, Lu Gang pointed out that the typical advanced examples of college students selected at present are too single to arouse the resonance of college students. The typical propaganda methods of college students lag behind. The influence needs to be further strengthened. The typical cultivation mechanism of college students can not meet the requirements of developing the new situation<sup>[9]</sup>. Song Fangting pointed out that colleges and universities set up a typical divorced from the reality of college students, lack of authenticity. At the same time, the selection is often subject to some fixed rules, accustomed to a single selection model and mechanical learning indoctrination. At the same time, there are some problems, such as the typical advanced content lagging behind the requirements of social development, the lack of pertinence, and the lack of hierarchical planning<sup>[10]</sup>. In terms of the countermeasures of typical cultivation of college students, Zhou Changming points out that the typical advanced cultivation of college students needs to rely on the ideological and political education of college students, the education of Chinese traditional culture, the propaganda and study of hero models and typical advanced examples<sup>[11]</sup>.

Third, the relationship between red gene inheritance education and the cultivation of excellent college students.

The construction of first-class universities needs first-class talent training. First-class talent training needs a first-class education grasp, and the relationship between red gene inheritance education and excellent college students' training is complementary.

### **2.1 Red Gene Inheritance Education in Colleges and Universities is a Necessary Premise for Cultivating Excellent College Students**

To cultivate excellent college students, we should not only make them develop in an all-round way but also have the correct political direction and pursue their ideals firmly and persistently<sup>[12]</sup>. We

must seek truth from facts and forge a new road, work hard to overcome difficulties, and rely on the masses to seek victory to eventually become useful talents who serve the nation's development, social progress, and the masses of the people. Therefore, the red gene inheritance education in colleges and universities is a necessary prerequisite for the cultivation of excellent college students. This needs to carry on the red gene inheritance education to the university student, at the same time takes this as the breakthrough point, positively explores the new period university student ideological and political education method.

### **2.2 Red Gene Inheritance Education in Colleges and Universities to Provide New Ideas for Cultivating Excellent College Students**

Excellent college students need to strengthen their ideals and beliefs and recognize their historical mission in their understanding of history. Red gene education can let college students understand history, intensify the study and thinking of modern Chinese history and party history, learn to be able to look at the general situation, grasp the mainline through it, that is, the basic theory of the Communist Party of China in different periods of revolution, construction and reform, Mao Zedong Thought, socialist theory system with Chinese characteristics and so on. This can deepen the understanding of the ideological and political theory course to study the classical works of Marxism further, master the Marxist world outlook, outlook on life, values, and grasp the basic principles of historical materialism and dialectical materialism. In particular, it is necessary to thoroughly study and understand the spirit of General Secretary Xi Jinping's series of important speeches, arm the mind with scientific theory, guide practice, and achieve political sobriety and firm faith.

### **2.3 The cultivation of excellent college students can better inherit and carry forward the red gene**

The red gene inheritance education in colleges and universities can better cultivate outstanding college students who meet the requirements of national

construction. These outstanding college students are experienced participants and promoters of the realization of the Chinese Dream. They can deeply understand the red gene, fully identify with the red gene, and consciously inherit the red gene. They can perceive the national conditions, establish the national feelings, and cultivate the ability to serve the country. They are able to constantly practice the red gene, spread the red gene, and become the first force to lead the social atmosphere. They not only set up and practice the socialist core values but also serve as a good benchmark. The surrounding people can be impressed by the students' firm ideals and beliefs. Young students are sure to carry forward the civilized fashion, become firm young Marxists, and better inherit and carry forward the red gene.

### **3. Ways to Cultivate Excellent College Students Under the Education of Red Gene Inheritance**

Red gene inheritance education is very important for cultivating excellent college students. Colleges and universities should realize the new historical period of ideological and political education, base themselves on the present, seize the opportunity, face up to the challenge, and integrate red gene inheritance education into all educational activities.

#### **3.1 Push for Red Gene Inheritance Education**

The red gene has a broad mass base in colleges and universities. College students are no stranger to the red culture, but they lack understanding of the red gene contained in the red culture and have not reached a certain level of consciousness for the inheritance of the red gene. This requires colleges and universities to rely on red culture, enrich the connotation of the red gene, create a good atmosphere of red gene inheritance education on campus, and make college students accept the enlightenment of red gene inheritance education. We can do some cultural landscape about red gene inheritance on campus, organize a great discussion on the theme of red gene inheritance, dig out vivid examples of red genes around us, and report accordingly

in all kinds of news media in school. Why inherit the red gene, how to inherit the red gene has become a topic of discussion, laying a good foundation for red gene inheritance education.

#### **3.2 Stick to the red gene inheritance education**

Red gene inheritance education should take a clear-cut stand but also have its own position. The best red gene inheritance education position in colleges and universities is the classroom, and the classroom is also the first position of direct contact with students face to face. This puts forward high requirements for teachers, not only to impart cultural knowledge but also to pay attention to ideological guidance and to cultivate students to establish a correct world outlook, outlook on life, and values. At the same time, we should also strengthen the organization and construction of class groups, make use of the collective activities of groups, carry out thematic team building activities on special occasions, such as the "May 4th Youth Day" and the "Army Day", and strengthen the understanding and understanding of red genes through spontaneous peer learning. It is also necessary to establish and consolidate the educational position of red gene inheritance on the network, to ensure that there is often a voice, a constant point of view, to use the influence of the network on students, and actively drive the red gene education<sup>[13]</sup>.

#### **3.3 Activation of Red Gene Transmission Education**

Red gene inheritance education is a systematic project, which requires the joint efforts of all parties in colleges and universities to complete together, which requires the linkage of various departments and groups in colleges and universities, activates the context of red gene inheritance education, and gathers a powerful spiritual power to promote development. From classroom teaching to daily life, from school to family, from school to outside school, all kinds of positive factors are widely mobilized. For example, ideological and political theory teachers should guide college students to deepen their understanding of the contents of ideolog-

ical and political theory teaching. Professional teachers should also explain the relevance of red gene education in the curriculum. At the same time, it is necessary to communicate and educate the parents of the students, set up a parent committee, and keep in touch with the corresponding enterprises and communities to facilitate the students to go out of school and carry out the practice.

#### **3.4 selection tree red gene inheritance education model**

The advanced model of college students is representative of advanced thought and exemplary behavior and plays an exemplary role in the ideological and political education of young college students. The typical education of tree red gene inheritance can provide a clear and specific goal for college students to deepen their concrete understanding of the red gene and make continuous efforts to approach it. Follow the principle of highlighting political nature, observing authenticity, paying attention to comprehensiveness and diversity, and embodying the times<sup>[14]</sup>. To explore and cultivate advanced models among student groups. The advanced typical "red propaganda group" is formed to preach the deeds in public places, such as class meetings, class team meetings, etc., to interpret the connotation of the red gene, to expand the influence of the red gene, and to strengthen the effect of a typical guide.

#### **3.5 The Practice of Red Gene Inheritance Education**

The educational activities of red gene inheritance should not only stay in theoretical study but also need to be understood and consolidated in practice to promote learning and practice. According to the school situation, we can carry out practical activities on campus with red gene themes, encourage students to visit red bases and museums, interview social figures and outstanding alumni with red spirit, go deep into the community and grass —

roots to preach red gene education, and continuously improve college students' understanding of history, national conditions and social development, dig out the story of red gene elders from their side experiences, deepen their understanding of red gene inheritance in practical activities, and stimulate college students to learn and inherit red gene consciously. At the same time, college students can also be encouraged to start a red business, develop red culture — related products, and so on. Colleges and universities should also increase their support for the practice of red gene inheritance education in policy, resources, and materials to ensure the smooth development of activities.

#### **3.6 Create Red Gene Inheritance Educational Cultural Products**

The education of red gene inheritance should be not only tall, rise to the level of consciousness but also be approachable, and become the object that life can often contact. It can develop the red cultural resources of the school, excavate the red deeds of the characters who play an important role in the period and development of the school, express them in the form of film, television, and drama, enrich the characters' image, strengthen the emotional identity, and achieve the purpose of red gene education. At the same time, it can also reshape the red classic, realize the organic fusion of the classic works and the modern society, create the red song, discuss the red literature, hold the red painting exhibition, photography exhibition and so on, and strengthen the audiovisual impression of the red culture<sup>[15]</sup>. Let teachers and students embrace the charm of red culture in the edification of red culture, enhance the confidence of red culture, consciously receive red gene inheritance education.