The Path of Integrating Red Culture into Party Construction in Colleges and Universities in the Digital Age

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Abstract: The current digital transformation has become a global trend, and the Party building in colleges and universities is facing new opportunities and challenges in the digital age. Starting from the significance of the integration of red culture into the Party building work in colleges and universities in the digital age, this paper aims at solving the problems faced by the Party building work in colleges and universities, such as the lack of understanding and cognition of red culture among grass-roots student Party members, the lack of ways and means of integrating red culture into Party building system and brand characteristics. This paper puts forward some measures, such as strengthening the propaganda and learning of red culture at the grass-roots level, innovating the way of integrating red culture, establishing and perfecting the digital party building work system, and strengthening the construction of ideological and political course teachers, which provide some reference and guidance for the integration of party building work and red culture in colleges and universities in the digital era.

Keywords: Digitalization; Red Culture; Higher Education; Party Building

Introduction

With the rapid development of information technology and the deepening of globalization, the Party building in colleges and universities is facing unprecedented challenges and opportunities. As an important part of the spirit of the Chinese nation, red culture bears rich historical connotations and profound spiritual values, and is an important resource[1]to promote the innovative development of Party building in colleges and universities.

With the wide application of digital technology, the environment and methods of Party building in colleges and universities are undergoing profound changes. On the one hand, digitalization provides new tools and platforms for Party building in colleges and universities, greatly improves work efficiency and coverage, and makes the spread of red culture more extensive and in-depth[2]. On the other hand, digitalization has also brought new problems such as information fragmentation and increasing complexity of cyberspace, which put forward new requirements for Party building in colleges and universities. Exploring how to better integrate red culture into Party building in colleges and universities in the digital age is not only helpful to improve the quality and efficiency of Party building, but also an important way[3]to achieve the educational objectives of colleges and universities and train new people of the times.

1. The Significance of Integrating Red Culture into Party Building in Colleges and Universities in the Digital Age

1.1 Providing Strong Support for Party Building in Colleges and Universities in the New Era

The digital age provides more abundant and diverse educational resources and means, making red culture education no longer confined to traditional classroom teaching and book knowledge, but through online courses, virtual reality, digital museums and other forms to enable students to learn red history and spirit in an immersive and interactive environment, which can not only stimulate students. It can also help them understand the Party's theory and history more deeply and comprehensively, strengthen the Party's theoretical armed forces, and improve the quality and effectiveness of Party building. At the same time, with the popularity of new media and social networks, digital means have become the main channel[4]for the younger generation to obtain information and exchange ideas. Using these platforms to disseminate and promote red culture can expand the influence of the Party, attract more young people's attention and participation, and also enhance the communication and mutual assistance among Party members through online communities and interactive discussions, so as to promote the internal cohesion and external influence of Party organizations.

1.2 Contributing to the Inheritance of the Mission of the Great Rejuvenation of the Chinese Nation

Red culture is the historical source and spiritual motive force of the great rejuvenation of the Chinese nation. It conveys the heroic spirit of the revolutionary forefathers who are not afraid of difficulties and go forward bravely, as well as the firm will to fight unremittingly for national independence and people's liberation. By integrating red culture into Party building in colleges and universities, young students can deeply understand and feel this spiritual power, stimulate their enthusiasm and responsibility to devote themselves to the great cause of national rejuvenation, and lay a solid ideological foundation and spiritual support for the realization of the Chinese dream of great rejuvenation of the Chinese nation.

The inheritance and innovation of red culture is the key to realize the strategic goal of national rejuvenation. In the digital age, the use of modern information technology to disseminate and educate the red culture can show the red history and spirit more vividly and intuitively. It can help young students understand the connotation and value of red culture more deeply, form a strong atmosphere of learning and inheriting red culture in the whole society, especially in the younger generation, build up the common cultural identity and value pursuit of the whole nation, and provide strong spiritual impetus and cultural support for national rejuvenation.

1.3 Helping to Optimize the Methods of Party Building Education in Colleges and Universities in the New Era

The development of digital technology provides more abundant and flexible ways for the dissemination of red culture, such as network classroom, interactive software, virtual reality, etc. These technologies can not only break through the limitations of time and space, so that more students can access the essence of red culture, but also through interaction and experience. So as to enhance the attractiveness and effectiveness[5]of education. In addition, through big data analysis, intelligent recommendation and other technologies, educators can more accurately grasp each student's learning progress, interests and needs, and then provide personalized learning resources and guidance, which can improve the efficiency and quality of students'learning, stimulate students' active learning awareness and creativity, and help to cultivate students' independent thinking and problem solving ability.

2. The Problems Faced by Party Construction in Colleges and Universities at Present

2.1 Grassroots Student Party Members Have Insufficient Understanding and Awareness of Red Culture

At present, some student Party members in colleges and universities have only superficial knowledge of red culture, lacking in-depth study and understanding of red historical events, heroes and important documents, which has affected the inheritance and development of red culture to a certain extent, making it difficult for young students to deeply understand the core value and significance of red culture. At the same time, some grass-roots student Party members lack sufficient emotional resonance and value consensus in understanding the red culture. They may think that the red culture is far away from themselves, and it is difficult to internalize their values into their own codes of conduct and ideological beliefs. This kind of emotional and value estrangement limits the spread and influence of red culture among young students.

2.2 Improvement Needed in Ways and Methods of Integrating Red Culture into Party Building in Colleges and Universities

The content of red culture education is not updated in time to meet the needs of students. At present, the content of red culture education in some colleges and universities is relatively old, lacking of content updates that are compatible with the development of contemporary society and the actual needs of students, and the content of education is out of touch with reality, which makes it difficult to stimulate students' interest in learning and enthusiasm for participation.

The form of education is single, lacking innovation and interaction. Although digital technology provides a broad space for education, some colleges and universities are still relatively traditional and conservative in the way of education and communication of red culture, mainly relying on classroom teaching and collective learning, lacking sufficient innovation and interaction, which makes it difficult to adapt to the learning habits and cognitive characteristics of contemporary students, and also difficult to give full play to the advantages of digital technology in education.

The evaluation and feedback mechanism of educational effect is not perfect. Some colleges and universities pay little attention to the effect evaluation of red culture education, lack of systematic and scientific evaluation mechanism, and lack of timely treatment and response measures to the feedback of educational effect, which affects the improvement of educational quality and the effective use of educational resources.

2.3 Party Building in Colleges and Universities Fails to Establish a Sound System and Brand Characteristics

In terms of system construction, the Party building work in colleges and universities has not yet formed a complete system covering education, management, service, supervision and other aspects. There is a lack of necessary links and coordination among the various components of the Party building work, so the role of the Party building work in promoting the overall development of the school has not been fully played.

In terms of brand characteristics, the Party building work in some colleges and universities lacks distinct characteristics and clear positioning. Many colleges and universities often adopt similar models and contents, lack of innovative and personalized strategies, and the work of Party building is similar and vague, which makes it difficult to attract and motivate teachers and students to participate.

In terms of innovation, there are some deficiencies in adapting to the requirements of the new situation and tasks. Many colleges and universities lack enough innovative consciousness and ability in Party building work, still stay in the traditional thinking

and mode, do not effectively use modern technology such as digitalization and networking, Party building work is not synchronized with the pace of development of the times, and it is difficult to meet the needs and expectations of teachers and students in the new era.

3. The Path of Integrating Red Culture into Party Building in Colleges and Universities in the Digital Age

3.1 Strengthening the Propaganda and Learning of Red Culture at the Grassroots Level and Enhancing the Leadership of Grassroots Party Organizations in Colleges and Universities in the Digital Age

Construct a comprehensive red culture digital resource library. Colleges and universities should integrate red cultural materials, including revolutionary historical documents, classical film and television works, red stories, etc., and use modern information technology to build an online digital resource library for teachers and students to access and learn at any time. Attention should also be paid to updating and enriching the content to ensure that the content of the resource bank keeps pace with the times and attracts students' interest and attention.

Innovation of red culture propaganda and learning methods to enhance its attractiveness and appeal. Colleges and universities can use multimedia technology to develop online courses, micro-courses, animations, games and so on with the theme of red culture, so as to make the study of red culture more lively and interesting. Through the establishment of virtual reality (VR) red education scene, students can experience red history in an immersive environment, enhance the interaction and experience of learning, stimulate students' interest in learning, and deepen their understanding and recognition of red culture.

Strengthen the guidance and service functions of grass-roots Party organizations to ensure the effectiveness of red culture education. Grass-roots Party organizations in colleges and universities should take the initiative to shoulder the responsibility of leading and promoting red culture learning, and organize red culture learning activities such as red film watching, red story lectures and knowledge contests. Grass-roots Party organizations should also strengthen communication and interaction with students, understand their learning needs and feedback, timely adjust and optimize the content and methods of education, and ensure the pertinence and effectiveness of red cultural education activities.

3.2 Innovating the Integration of Red Culture into Party Building in Colleges and Universities and Promoting the Diversified Dissemination of Red Culture

The content of red culture education should keep pace with the times, combine the hot issues of contemporary society and the concerns of young students, and make it more contemporary and attractive. Through the modern interpretation of traditional red stories, the core value of red culture can be combined with the development of modern society to enhance its pertinence and practicability. The educational content of red culture should also focus on multi-angle and multi-level display, which can include the grand narrative of revolutionary history, as well as the daily life, thoughts and feelings of revolutionary martyrs, so as to make it richer and more three-dimensional[6].

Use digital technology to innovate the dissemination and education forms of red culture. Colleges and universities can hold webinars and forums on the theme of red culture through online platforms, so that students can freely exchange ideas and

opinions in the Internet environment. At the same time, we can also develop red-themed video games, mobile applications and interactive websites, which can attract the interest of the younger generation and enhance their awareness and experience of red culture. Colleges and universities can also tell red stories in a more vivid way by means of modern media such as micro-films and animated short films, so as to broaden the channels of dissemination of red culture.

colleges and universities should make full use of resources and platforms such as libraries, memorials and campus networks to provide a wider platform for the dissemination of red culture. It can also cooperate with social media, news media and other external channels to spread the red culture outside the campus, expand its influence and coverage, so that the red culture can be effectively disseminated in a broader space.

The education and dissemination of red culture should cross the boundaries of disciplines and combine with history, literature, art, sociology and other disciplines to form a cross-integration education model. Colleges and universities can deeply analyze red literature works in combination with literature courses, study red art works in art courses, broaden students' knowledge horizons, and improve the depth and breadth of red culture education.

3.3 Establishing and Improving the Digital System of Party Building in Colleges and Universities and Creating Brand Characteristics

Establish a comprehensive digital party building work system. This system should include Party building management, Party member education, organizational life, serving the masses and other aspects, forming a complete framework covering the whole process of Party building. On this basis, colleges and universities need to integrate all kinds of resources, establish digital platforms and tools, such as intelligent party building management system, online learning platform, etc., and use big data, cloud computing, artificial intelligence and other technologies to improve the intelligent level of Party building work, so as to realize the information management and service of Party building activities.

Create a distinctive brand of Party building. Each university has its own unique cultural background and educational resources, and should rely on these advantages to shape the party building brand with its own characteristics. It can be achieved by cultivating unique Party building culture, carrying out distinctive Party building projects, and establishing exemplary Party building activities. Colleges and universities should also strengthen brand communication, through campus websites, social media, open courses and other channels, to widely disseminate the concept, content and effectiveness of Party building brand to the masses inside and outside the school, so as to enhance the brand's visibility and influence.

Strengthen the application of digital technology in Party building. Colleges and universities should actively explore and apply the latest digital technologies, such as virtual reality, block chains, mobile interconnection, etc., to innovate the methods and means of Party building. We can use virtual reality technology to carry out party history education, use mobile applications to conduct party building knowledge contests, and use block chain technology to ensure the transparency and security of party building work. The innovative application of technology can improve the efficiency and quality of Party building, and enhance the participation and satisfaction of Party members and the masses.

Strengthen the cultivation and inheritance of Party building culture. The core of Party building lies in the transmission of its cultural connotation and value, and colleges and universities should pay attention to the cultivation and inheritance of Party building culture. In order to actively carry forward the Party's fine traditions, cultivate the spiritual outlook of Communist Party members, promote the education of red culture and revolutionary tradition, we should also create various forms of cultural

activities and communication platforms, encourage teachers and students to participate actively, and form a strong cultural atmosphere of Party building in the whole school.

3.4 Strengthening the Construction of the Teaching Staff for Ideological and Political Courses and Building a Team of Teachers Proficient in Red Culture

Improving teachers' professional competence and academic level is the foundation. Colleges and universities should regularly organize ideological and political teachers to participate in professional training and academic seminars to enhance their understanding and grasp of Marxist theory, socialist theory with Chinese characteristics and red culture. Teachers should also be encouraged to participate in relevant academic research, deepen the understanding and exploration of red culture through scientific research activities, and enhance the academic and depth of teaching content. Teachers should be guided to pay attention to the trend of political, economic and social development at home and abroad, so that they can combine the red culture with the reality of modern society, and enhance the sense of the times and practicality of teaching.

Innovating teaching methods and means to improve teaching effect. Colleges and universities should encourage ideological and political teachers to adopt diversified teaching methods such as case teaching, discussion teaching and interactive teaching to stimulate students' interest in learning and thinking ability. It can also use modern information technology such as multimedia, network platform and virtual reality to enrich teaching methods, enhance the interaction and experience of teaching, make ideological and political courses more lively and interesting, and improve students' learning effect and participation.

Strengthen the construction of teachers' morality and establish a good image of teachers. Colleges and universities should clarify the professional ethics standards of ideological and political teachers, regularly carry out ethics education and evaluation, strengthen teachers' sense of responsibility and mission, establish and improve incentive and supervision mechanisms, commend and reward teachers with outstanding performance in teaching and scientific research, and seriously deal with violations of professional ethics. Teachers should establish correct professional concepts, abide by professional ethics, and form a team of ideological and political teachers with dedication and good conduct.

Strengthen the communication and cooperation among teachers, and promote the sharing of experience and resources. Colleges and universities should establish a platform for the exchange of ideological and political teachers, organize regular seminars and workshops among teachers, and promote the exchange of teaching experience and best practices. Teachers are encouraged to cooperate across schools, regions and even internationally, broaden their horizons, enrich their teaching contents and methods, and promote the overall quality and innovation ability of ideological and political teachers.

4. Conclusion

The integration of red culture into Party building in colleges and universities is not only an inevitable requirement for the inheritance and development of socialism with Chinese characteristics, but also an important way for colleges and universities to cultivate new people of the times and promote the scientific development of schools. The digital age provides a new platform and way for the dissemination and education of red culture, and also puts forward higher requirements for the Party building work in colleges and universities. In the future, the Party building work in colleges and universities should continue to pay attention to the changes in the situation at home and abroad, closely integrate the national strategy and the reality of colleges and universities, constantly deepen the red culture education and research, and contribute more wisdom and strength to the

realization of the Chinese dream of the great rejuvenation of the Chinese nation.

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