Research on Integrating Sichuan's Red Cultural Resources into the Ideological and Political Education of "Generation Z" College Students

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Abstract: Red cultural resources are a kind of high-quality educational resources, which is an important material for ideological and political education in colleges and universities. Sichuan is a red land with rich accumulation of red culture. Sichuan red culture is an indispensable part of Chinese red culture. It embodies the red genes such as firm ideals and beliefs and lofty revolutionary spirit, and has rich ideological and political education value. "Generation Z" as the main body of current college students and the new force of China's future development, it is of great significance to integrate Sichuan red cultural resources into the ideological and political education of "Generation Z" college students, so as to realize the realization of educating people with Sichuan red culture, strengthen the ideals and beliefs of college students, establish the correct three perspectives, and cultivate new people who can be worthy of the important task of national rejuvenation.

Red cultural resources are nutrients that continue the red blood and supplement the calcium of the spirit. Sichuan is a hot land that breeds red genes and has accumulated profound red cultural heritage, which is a witness and epitome of the historical process of Chinese revolution. Taking red culture as the starting point, this paper studies the integration of Sichuan red cultural resources into the ideological and political education of "Generation Z" college students, in order to improve the quality of ideological and political education and cultivate more new people who take on the responsibility of national rejuvenation.

1. Connotation and Characteristics of Sichuan Red Cultural Resources

(1) Connotation of Sichuan red cultural resources

Sichuan Red culture, an important component of revolutionary culture and advanced socialist culture, is produced by Chinese people in their struggle for national rejuvenation and freedom and happiness .[1] It is also an important resource for ideological and political education of college students.

(2) Characteristics of Sichuan red cultural resources

1) Be rich in resources

Sichuan province is one of the provinces with abundant red resources in China. According to National Classic Red Tourism Scenic Spots Directory jointly issued by the National Development and Reform Commission, the Propaganda Department of the Central Committee and other ministries and commissions, has announced 300

classic red tourism scenic spots in China. 73.7% of the red tourism scenic spots are mainly in the Middle East, with Henan, Hubei and Hunan ranking the first. There are 14 red tourist attractions in both regions, including 9 in Sichuan Province. In terms of provinces and cities in China, Sichuan Province is relatively rich in red resources, and occupies half of the country's western regions .[2]

According to the results of the census of red sites in Sichuan Province, there are 10,805 existing red sites in Sichuan Province by the end of 2023. Among them, 3,730 are the sites of important historical events, important institutions and important party history figures, 145 are the former residences of revolutionary leaders, 183 are the tombs of martyrs, and 6,747 are general red resources. Among the red sites, 32 have been named as national various bases, 22 have been announced as national key cultural relics protection units, 182 have been named as provincial various bases, and 214 have been announced as cultural relics protection units in Sichuan Province .[3]

2) Universality

Sichuan Province has 18 prefecture-level cities, 3 autonomous prefectures, and 21 cities (prefectures) with a wide distribution of red resources. These areas are not only the main battlefields of poverty alleviation in our province, but also the core areas of Sichuan revolutionary old base areas. Through the 40 important old sites, ruins, memorial facilities and places that are included in the "Sichuan Red Resources Protection List (the first batch)" protection, it can be seen that 40 red resources are distributed in various cities in Sichuan Province.

3) Regionalism

Sichuan red culture is different and has obvious local characteristics.Take Ganzi in Sichuan as an example, Ganzi is the first Tibetan area entered by the Red Army, and it is also a Tibetan area with a long period of activity and a wide range of areas.There are 48 Long March memorial facilities and sites in the Garze region, with a collection of more than 4,000 pieces of revolutionary cultural relics. These red cultures have obvious national characteristics.Sichuan-shaanxi Soviet Area was founded by the Chinese Workers' and Peasants' Fourth Front Army under the leadership of the vast masses of working people in Sichuan-Shaanxi border area, and formed the red culture system with unique regional characteristics in northeast Sichuan-Baqu culture.Baqu culture covers a wide range, including history, red, folk culture, is the crystallization of the northeast Sichuan culture.For example, red material culture, such as the Red Army stone slogans and couplets covered with relics, cloth coins made of native cloth, China's largest Red Army stele forest - General Stele Forest, all show obvious regional characteristics.

2. The Traits of Generation Z College Students

The term "Generation Z" usually refers to those born between 1996 and 2010. Since they were born, they have been seamlessly connected with the network information age. They are more influenced by digital information technology, smart phone products, etc, and love subcultures, so they are also known as the "net generation", "Internet generation", and "two Yuan generation".[4] "Generation Z" grew up in the era of rapid development of the Internet, and its three views have unique group characteristics.

(1) Social stratification

"Generation Z" young people are keen on online social networking, and with different interests, hobbies, lifestyles, etc., as the center of the rapid gathering of the same, forming a distinctive, cohesive circle and continue to grow. Such as "i people e people", "strong people light people" and "social", these new social words are widely popular in contemporary young people. Members of the same circle have similar values and attitudes, and often get together to share views, exchange emotions, and obtain information, create their own unique discourse system and expression mode, and spread their favorite circle culture, so as to obtain a sense of belonging, existence, and identity.

(2) Social mentality is ambivalent

The "Z generation" generation is affected by the national family planning policy, and has become the center and focus of the family since birth, the excessive attention of parents and elders, and the social environment that encourages competition, which makes them from childhood, the holidays are filled with various interest classes and extracurricular tutoring classes, and unconsciously involved in the "inner volume" wave. There are few job opportunities, and they have to desperately upgrade their education and increase their skills. At the same time, he lamented the gap between the ideal and the reality, and the helplessness of "heroes do not ask where they come from, but only 985 for work", so that some "Generation Z" college students face the pressure and challenges of reality with a negative and pessimistic attitude.

(3) Reason and sensibility coexist

This generation values both appearance level and quality. They follow their heart, are willing to pay for their interests, like those goods that can "please themselves", and emphasize the "eye margin" and "seconds to see love" between the items. At the same time, there is also a rational side in consumption, because they are proficient in network tools and have a strong ability to acquire, screen and analyze information. Sometimes, when they start a product, they are like writing a paper. Before buying a product, they will first seek "off-site information", watch professional bloggers' evaluation, carefully check buyers' evaluation, compare prices in major shopping platforms, etc. Even if you find the desired product, but also carefully "do homework", "take notes", "highlight" to meet their research desire.

3. The Value Implication of Sichuan Red Cultural Resources to the Ideological and Political Education of "Generation Z" College Students

"Generation Z" college students born in the Internet era, access to information is more convenient, after frequent exposure to a variety of ideas and cultures, lack of confidence in their own culture. Integrating Sichuan red culture into the theoretical study and practical education of "Generation Z" college students' ideological and political education is conducive to the organic unity of ideological and political education and cultural cultivation, realizing the cultivation of people with culture and cultural people, and helping college students establish cultural self-confidence. With a more ambitious attitude and positive progress.

4. The Path of Integrating Sichuan Red Cultural Resources into the Ideological and Political Education of "Generation Z" College Students

(1) Integrate Sichuan red culture into classroom teaching to enrich the teaching content

Red culture is a vivid and fresh teaching resource for ideological and political teaching. Colleges and universities should integrate red cultural resources into all aspects, all links, and the whole process of ideological and political teaching, so that red culture can enter the campus, textbooks, classrooms, and minds, and give full play to the role of "three-in-one education". First of all, we should improve the teaching skill level of ideological and political teachers. "To give students a bowl of water, they must first have a pool of water themselves", ideological and political teachers should strengthen the in-depth excavation of Sichuan red culture, thematic development and systematic research, actively participate in the red culture training organized by the government and universities, and constantly improve their own red culture literacy. Secondly, we should enrich the activity carrier of red culture theme. The rich red cultural resources in Sichuan will be grafted into school stage plays, recitation competitions, essay contests and other campus activities, and integrated into practical activities such as themed Party days, youth League days, and class meetings to guide students to consciously accept the influence of red culture. Finally, we should innovate

classroom teaching methods. According to local conditions, the rich red cultural resources in Sichuan can be directly involved by means of expert lectures, flipped classroom, film and television songs, etc., so as to continuously stimulate their interest in learning and truly realize curriculum education.

(2) Integrate Sichuan red culture into network teaching and innovate communication methods

"Generation Z" college students grow up in the era of rapid development of the Internet, and are more accustomed to and prefer to use network platforms to receive information and acquire knowledge. Integrate Sichuan red culture resources into online teaching, establish a sound online ideological and political platform, and enable "Generation Z" college students to get more influence of Sichuan red culture in their daily life in the form of the network, so as to achieve online ideological and political education. First of all, to open Sichuan red culture special learning website. Organize and summarize the red cultural resources of different historical periods and different types in Sichuan, timely update film and television materials, red audio, precious photos, etc., through the network carrier, create the fine red network culture in Sichuan, and shape the new ecology of educating people with culture and culture. Secondly, it is necessary to adopt a combination of habits and interests of education. The school should use official platforms such as wechat public account, Weibo and Douyin to make use of new media technology to produce artistic works related to Sichuan red culture, such as short videos and novels reflecting the spirit of the Long March, the spirit of the third line and the spirit of Red Rock, etc., to integrate into the daily life of "Generation Z" college students in a down-to-earth way. Finally, we should use network media technology to carry out "cloud travel study" .[5]

(3) Integrate Sichuan red culture into practical teaching to improve the quality of education

The practical teaching of ideological and political course insists on the unity of theory and practice, emphasizes the combination of learning and application, and the integration of knowledge and practice. Sichuan red cultural resources are rich in connotation and diverse in types, and have important theoretical and practical value. On the one hand, it can rely on museums, memorials, and patriotic education bases to carry out on-site experiential on-site teaching and realize the deep integration of "first classroom" and "second classroom". For example, the ideological and political classes will be moved to revolutionary historical sites such as Huaying Mountain Guerrilla Memorial Hall and Bazhong City Red Fourth Front Army Headquarters Memorial Hall. Through visiting red ruins, remembering revolutionary ancestors and listening to red stories, the emotional resonance of "Generation Z" college students can be further stimulated and feel the hard-won good life. On the other hand, strengthen the cooperation between school and local, school and enterprise. By building a practice platform, provide the application of red cultural-related topics, establish a red culture explanation club, and conduct social practice activities of red research, etc., so that students can change from passive acceptance to active acquisition, personally collect, read, study and report, and deepen their understanding and knowledge of red culture in the process of active research and learning. Truly realize practical education.

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