



The Value and Realization of Hubei's Red Cultural Resources in the Education of Ideals and Beliefs in Colleges and Universities in the New Era

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Abstract. In the new era, the dreams and beliefs of college students are related to the future of the country and the destiny of the nation, which also concern the future direction of socialist China. How to educate and guide young college students to establish and persist correct and sublime thoughts and beliefs is a major problem. Red cultural resources can provide the rich content of education, novel educational ways, correct educational laws in the education of ideals and beliefs in colleges and universities. In particular, Hubei red cultural resources have the characteristics of large quantity, high quality and diversity. It has the value effect of standard, guidance, reconciliation and development of college students' ideals and beliefs. Therefore, exploring the way for Hubei red cultural resources to effectively develop the value of the education of colleges and universities has become a key research topic in this article.

Keywords: the new era, Hubei red cultural resources, ideals and beliefs

1 Introduction

The Party and the country have always attached great importance to the important function of the education of ideals and beliefs. The report of the 19th National Congress pointed out that persist ideals and beliefs should be regarded as the primary problem of the Party's ideological construction. General Secretary Xi Jinping pointed out that we should firm our ideals and beliefs and really solve the "general switch" problem of world view, view of life and value. Ideals and beliefs are the "calcium" in the spirit of the Communists. Without ideals and beliefs or if the ideals and beliefs are not firm, there will be "calcium deficiency" in spirit and "disease rickets". At the National Conference on Ideological and Political Work in Colleges and Universities in 2016, General Secretary Xi Jinping put forward the "four correct understandings", educate and guide students to correctly understand the general trend of the world and China's development; correctly recognize the comparison of Chinese characteristics and international; correctly understand the responsibilities of the times and historical missions, and correctly understand the ambition and stand on solid ground. Xi Jinping's series of speeches on ideals and beliefs explained new ideas, new mentalities and new strategies

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for the education of ideals and beliefs, which pointed out the right direction for the education of ideals and beliefs in college students in the new era.

In the new era, the ideals and beliefs of college students are related to the future of the country and the density of the nation, which also concerns the future direction of socialist China. How to educate and guide young college students to establish and persist correct and sublime ideals and beliefs is a major problem. However, red cultural resources can provide the rich content of education, novel educational ways, correct educational laws in the education of ideals and beliefs in colleges and universities. Red cultural resources play a unique and important role in the education of ideals and beliefs in colleges and universities because of its unique educational value. Therefore, exploring the way for Hubei red cultural resources to effectively develop the value of the education of colleges and universities has become a key research topic in this article.

2 Methods

There are four main research methods used in this paper, literature research method, questionnaire survey method, field investigation method and comparative analysis method.

2.1 Literature Research Method

On the basis of extensive collection of relevant literature at home and abroad, master the basic content of relevant literature, and then extract the main points related to this research to find the theoretical basis to support this research.

2.2 Questionnaire Method

Formulate a survey questionnaire and analyze the results of the questionnaire, master the application of Hubei red culture in the ideal belief education of colleges and universities, summarize the relevant issues according to the application, and obtain first-hand research materials.

2.3 Field Visit Method

Onsite inspection of Hubei's representative red cultural scenic spots and education bases, through field research, to understand the degree of integration of Hubei red cultural scenic spots and education bases and college ideal and belief education.

2.4 Comparative Analysis Method

By comparing different relevant research results, summarizing the universal research content, and then making judgments to form pertinent conclusions, it provides theoretical help for the smooth development of this research.

3 Experimental Results

3.1 The Red Cultural Resources and Ideals and Beliefs

The Intention and Characteristics of Hubei's Red Cultural Resources.

1.The Intention.

Red cultural resources refer to the great spirit and carrier gradually formed by the leadership of the Communist Party of China in the process of leading the Chinese people through a long period of revolutionary war, socialist construction and the baptism of the tide of reform and opening up, reflecting the ideals, beliefs, morality, values and the pursuit of a better life of the Communist Party of China and the vast majority of the working people. The cultural complex that inherits, records, praises and carries the historical process and reality in a diversified cultural way. Hubei's red cultural resources are a unique cultural system formed by the Chinese Communists in Hubei in the great journey of China's red revolutionary struggle, socialist construction and reform and opening up. It contains two forms, one is the material culture such as the ruins, relics and monuments that witnessed the new democratic revolution in Hubei, the other one is the intangible culture like revolutionary history, revolutionary spirit, revolutionary literature and art and other intangible culture with Hubei characteristics bred in the process of this revolution.^[1]

2.The Characteristics.

The quantity is large. Because the new democratic revolution led by the Communist Party of China has a full record in Hubei and almost covers the whole province, Hubei's red cultural resources are extremely rich and widely distributed.^[2] From the perspective of the revolutionary process, it runs through the whole process of China's Red Revolution, which means, from the founding of the Communist Party of China, the Great Revolution, the Agrarian Revolution, the War of Resistance Against Japan to the 28-year Red Revolution of the Liberation War. Viewing from the occurrence of the revolution and the region involved, it almost covered the whole province of Hubei. Among more than 30 provinces and cities in the country, the distribution area of red cultural resources in Hubei is at the forefront, and it is a major province of red cultural resources.(As shown in Table 1)

High status. In the process of the Hubei Red Revolution, many major events, such as the emergence and activities of the "Communist Party Branch" in Wuhan, the proportion of the number of people from Hubei among the representatives of the Communist Party of China;^[3] the strike of Beijing-Han Railway workers, the office of the All-China Federation of Trade Unions in Hankou and the establishment of the Wuchang Farmers' Movement Workshop; the convening of the "Eight-7th Conference", Huangma Uprising and the outbreak of the riots on both sides of the Jingjiang River, the opening of the revolutionary bases in Hubei, Henan and Anhui, Hunan and Hubei, Jiangxi, Hunan, Sichuan, Guizhou, Hubei, Henan and Shaanxi, the creation of the Red Fourth Front Army, the Second and Sixth Army, the Red 25th Army and other armies; the establishment of the New Fourth Army in Hankou, the opening of the anti-Japanese base on the border of Hubei and Henan, and the Fifth Division of the New Fourth Army Activities; the formation of the liberated areas of the Central Plains, the implementation

of the breakthrough of the Central Plains, the Liu Deng's army leaped thousands of miles into Dabie Mountain, etc.(As shown in Table 1)

Diversity. The Red Revolution lasted for a long time, so it retained a large number of historical sites of the revolutionary struggle and various monuments of outstanding figures, rich revolutionary literature and red tourist attractions (points).^[4] According to the "Red Map of Hubei" compiled by the Hubei Provincial Map Academy, it records the red classics, red reminiscence and red tourism formed in Hubei during the new democratic revolution, including more than 600 patriotic education bases at the county and municipal levels, 100 patriotic bases at or above the provincial level, 62 memorial tombs of martyrs at the national, provincial and municipal levels, 57 sites contain the former site of the revolutionary memorial site, the former site of the revolutionary base site, the former residence of celebrities, the hometown of the general, the site of the central county party committee and the former site of the party committee, the former site of the headquarters and army station, the tomb of the general and martyrs, and other revolutionary sites. They are shown in the table below.(As shown in Table 1)

Table 1. Statistics of Red Cultural Resources during the New Democratic Revolution Period ^[7]

CATEGORY	CITY	NAME
National Patriotic Education Demonstration Base	Wuhan	Hubei Provincial Museum, Mao Zedong's Former Residence at Donghu Lake, Memorial Hall of the August 7th Conference Site, Memorial Hall of the Former Site of the Central Farmers' Movement Training Institute in Wuchang, and Wuhan "February 7th" Memorial Hall
	Huangshi	Longgang Revolution History Memorial Hall and Longgang Revolution Site
	Shiyan	Yunyang Revolutionary Martyrs Cemetery, Yunyang Nanhuatang Martyrs Cemetery
	Xiaogan	The former site of the Central Plains Military Region and the former site of the Fifth Division of the New Fourth Army in Dawu Xuanhuadian
	Jingzhou	Former site of the Hunan Hubei Western Revolutionary Base in Qujiawan, Honghu City, Zhou Laozui Memorial Hall of the Hunan Hubei Western Revolutionary Base in Jianli County, and Revolutionary Martyrs Cemetery of the Hunan Hubei Western Soviet Area
	Huanggang	Wen Yiduo Memorial Hall and Huangma Uprising in Xishui County. Revolutionary Martyrs Cemetery, Qiliping Revolutionary Memorial Hall in Hong'an County, Macheng Revolutionary Martyrs Cemetery and Huanggang Revolutionary Martyrs Cemetery in Hubei Henan Anhui Soviet Area
	Suizhou	The Memorial Hall of Jiukouyan, the Military Site of the Fifth Division of the New Fourth Army
	Enshi Autonomous Prefecture	Hefeng Revolutionary Martyrs Cemetery in the Hunan Hubei Border Soviet Area

National Key Cultural Relics Protection Unit	Wuhan	Site of the August 7th Conference, Former Site of the All China Federation of Trade Unions in Hankou, Former Site of the Beijing Hankou Railway Federation of Trade Unions, Former Site of the Central Propaganda Department of the Communist Party of China in Hankou, Former Site of the Central Leaders' Residence in Hankou, Former Site of the Central Committee of the Communist Party of China in Wuhan, Former Site of the New Fourth Army Headquarters in Hankou, Former Site of the Eighth Route Army Wuhan Office, Former Site of the Fifth Congress of the Communist Party of China, Former Site of the Central Military and Political School of the Communist
	Huangshi	Longgang Revolutionary Site, Daye Military Violence Site, Red Third Army Revolutionary Site
	Jingmen	Former Site of the Communist Party of China Hubei Henan Border Region Committee
	Xiaogan	The former site of the headquarters of the Fifth Division of the New Fourth Army and the former site of the Central Plains Military Region
	Jingzhou	Former Site of the Hunan Hubei Western Revolutionary Base Area
	Huanggang	Hong'an Qiliping Revolutionary Site, Li Xiannian's Former Residence, Dong Biwu's Former Residence
	Xianning	The Site of the Battle of Tingsi Bridge during the Northern Expedition
	Enshi Autonomous Prefecture	Wuliping Revolutionary Site
National Key Martyrs Memorial Building Protection Unit	Wuhan	Xiang Jingyu Martyrs Cemetery and Shi Yang Martyrs Cemetery
	Huangshi	Hunan Hubei Jiangxi Border Region Southeastern Hubei Revolutionary Martyrs Cemetery
	yichang	Yichang Martyrs Cemetery
	Xiaogan	Hubei Henan Border Region Revolutionary Martyrs Cemetery, Xiaogan Martyrs Cemetery
	Jingzhou	Hunan Hubei Western Soviet Area Revolutionary Martyrs Cemetery
	Huanggang	Huangma Uprising and Revolutionary Martyrs Cemetery of Hubei Henan Anhui Soviet Area, Macheng Martyrs Cemetery
	Enshi Autonomous Prefecture	Revolutionary Martyrs Cemetery in the Hunan Hubei Border Soviet Area
List of National Red Tourism Classic Scenic Spots	Wuhan	Wuhan Red Tourism Series Scenic Spots (Jiang'an District August 7th Conference Site Memorial Hall, Wuchang District Mao Zedong Former Residence and Central Peasant Movement Training Institute Site Memorial Hall)
	Huangshi	The Hunan Hubei Jiangxi Red Tourism Series Scenic Spots
	Xiaogan	Xiaogan City Red Tourism Series Scenic Spots

Jingzhou	Red Tourism Series Scenic Spots in Western Hunan and Hubei (Former Site Group of Revolutionary Base Area in Honghu City, Jingzhou City, and Revolutionary Martyrs Cemetery in the Soviet Area of Western Hunan and Hubei)
Huanggang	Huanggang City Dabie Mountain Red Tourism Area, Chen Tanqiu's Former Residence in Huangzhou District, Huanggang City
Suizhou	Former Site Group of the Fifth Division of the New Fourth Army in Zengdu District, Suizhou City
Enshi Autonomous Prefecture	The Wuliping series of scenic spots in Hefeng County, Enshi Autonomous Prefecture , Xianfeng Zhongbao Great Victory Site and Martyrs Cemetery

The Intention and Important Role of Ideals and Beliefs.

1.The Intention.

Ideal is interpreted as the goal of life. In order for an individual, group or society to achieve a goal in the future, it is a state of vision. Faith refers to people's adherence to and affirmation of certain concepts, ideas and goals, and taking these concepts or ideals as their own life creeds.^[5] It is the mental state and psychological attitude of people who firmly believe in concepts and thoughts and work hard on the basis of a certain understanding. Ideals and beliefs, as the unity of ideals and beliefs, are the correct life goals formed by people under the guidance of Marxist theory, and persistently strive to achieve this goal. It reflects the consistency of the world view, values and outlook on life in the goals of life.

2.An Important Role.

The issue of ideals and beliefs is related to the future of the country and the density of the nation, which is an important ideological prerequisite for our Party to lead the people of all ethnic groups in the country to unite and strive.^[6] The education of Ideals and beliefs is the core of the ideological and political education of young college students and the key to the ideological and moral construction of colleges and universities. We must adhere to the development strategy of college students in the new era with ideal and belief education as the core content.

Ideals and beliefs are conducive to people's own progress. Once ideals and beliefs are formed, they will promote people to work tirelessly for their goals in life, thus promoting the progress of human science and technology and their own progress. For young college students, cultivating lofty ideals and beliefs of science can help young college students set lofty goals and strive to master scientific and cultural knowledge, so as to promote the all-round progress of college students and strive to become reliable successors and builders of socialism.

Ideals and beliefs are conducive to stimulating spiritual strength. Ideals and beliefs are people's unique spiritual wealth. Ideals and beliefs can provide people with the realization value and direction of life, so that people can fully feel the value and meaning of life. For young college students, ideals and beliefs are a valuable spiritual wealth. With ideals and beliefs, college students have strong spiritual strength at all stages of

life development, guiding them in the direction of life and inspiring them to work hard.^[8]

Ideals and beliefs are conducive to enhancing cohesion. Ideals and beliefs have played an important role in enhancing cohesion.^[9]The lofty ideals and beliefs of science can make people have a strong sense of national pride and self-confidence, which is conducive to stimulating people's inner cohesion and promoting the great unity of all ethnic groups. Common ideals and beliefs help young college students with their own great responsibilities and sacred missions, promote their hard work, work hard, and contribute to the construction of socialism with Chinese characteristics.

The Relationship Between Hubei Red Cultural Resources and Ideal and Belief Education. In the new era, young college students are the builders and successors of socialist modernization, and the main force to realize the Chinese dream of the great rejuvenation of the Chinese nation. In the process of college students' ideal and belief education, colleges and universities attach importance to their moral thoughts, ideal and belief education, and pay attention to the glory of revolutionary heroes from red cultural resources. Traces and noble character, and then draw spiritual strength from it to stimulate college students' road self-confidence, institutional self-confidence, theoretical self-confidence and cultural self-confidence. Specifically, on the one hand, making full use of Hubei's red resources and carrying out red culture education can better help college students strengthen their ideals and beliefs and avoid the influence of bad ideas.

3.2 The Value of Hubei Red Cultural Resources in the Education of Ideals and Beliefs in Colleges and Universities

In the new era, Hubei Red Cultural Resources, as an important part of advanced socialist culture, has social norms, ideological guidance, balance and coordination, development and progress for the education of ideals and beliefs of young college students, and has an indispensable important role and significance in shaping the scientific lofty ideals and beliefs of young college students. The spiritual power contained in Hubei's red cultural resources has a strong educational value function. Therefore, the use of Hubei red cultural resources to carry out the ideal and belief education of college students as a spiritual support to promote the continuous progress of the ideals and beliefs of young college students.^[10]

The Value of Social Normative. In the process of emergence and development of Hubei Red Cultural Resources, we have always adhered to correct political principles and ideological and moral norms. In a sociological sense, culture has the important function of adjusting the social relations between people. As an important part of advanced socialist culture, Hubei's red cultural resources have their own cultural social normative value. Relying on Hubei red cultural resources to educate young college students on ideals and beliefs is to internalize social norms and social rules in the hearts of college students on the basis of following the law of educational development, to internalize the industry in the heart, and guide college students to abide by social norms.

The Value of Thought Leads. Hubei Red Cultural Resources is a guiding light for young college students to carry out the education of ideals and beliefs, a fresh material for the education of ideals and beliefs, and an action guide for young college students to grow up healthily. Use Hubei red cultural resources to educate college students on ideals and beliefs, and use the glorious history, heroic deeds and revolutionary relics produced during the democratic revolution and socialist construction period as materials for the education of college students' ideals and beliefs, so that young college students can feel Hubei's red cultural resources in the touching revolutionary heroic deeds.^[11] Spiritual baptism and spiritual shock. This is conducive to the subjective initiative of college students in the new era, transforming the ideals and beliefs of communism into their own ideals and beliefs, and encouraging college students to burst out infinite power in the process of building a socialist China.

The Value of Balance and Coordinate. Hubei Red Cultural Resources gives full play to the value function of balance and coordination through social practice activities. Specifically, this is to realize the balance and coordination of college students' ideals and beliefs through ideological and political education, that is, to realize the balance of college students' personal and social ideals, so that college students can closely connect their personal and social ideals. On the one hand, the spirit of collectivism reflected in Hubei's red cultural resources organically combines the personal and social ideals of college students. Guiding the direction of personal ideals by establishing scientific and lofty social ideals; on the other hand, establishing lofty personal ideals, realizing personal values is conducive to promoting social values, and thus promoting the realization of social ideals.^[12]

The Value of Development and Progress. Hubei's red cultural resources are constantly changing and developing with the development of China's society and history, and the education of ideals and beliefs of college students has also made continuous progress in accordance with the pace of the times. The education of ideals and beliefs closely links individual ideals with social ideals, personal values and collective values, which is conducive to promoting social progress and development and national prosperity. Therefore, the use of Hubei red cultural resources to educate college students' ideals and beliefs should be placed in the long history of socialist modernization and the Chinese dream of realizing the great rejuvenation of the Chinese nation, so that Hubei's red cultural resources and college students' ideal and belief education will continue to progress and improve with the development of the times.

3.3 The Realization Path of Hubei Red Cultural Resources Embedded the Education of Ideals and Beliefs in Colleges and Universities

Dig Deep into the Contemporary Value of Hubei's Red Cultural Resources. As the carrier of revolutionary spirit, red cultural resources are a powerful spiritual force for the Chinese nation to move forward. They are fresh teaching materials to help young

college students establish a correct world view, outlook on life and values. With economic globalization, cultural diversification and social informatization, the new era has given Hubei red cultural resources new value. Therefore, we should follow the pace of the development of the times, dig deep into the contemporary value of Hubei's red cultural resources, and constantly innovate and keep pace with the times. Under the erosion of the decaying culture of the West, the ideals and beliefs of teenagers are shaken. At this time, it is particularly urgent to adhere to Marxist ideology. Therefore, it is of great political significance to deeply explore the contemporary value of Hubei's red cultural resources to guide college students in the new era to establish the common ideal of socialism and the lofty ideal of communism.^[13]

Give Full Play to the Role of the Main Channel of Classroom Teaching. Ideological and political theory courses in colleges and universities are the main channel and main position for the education of college students' ideals and beliefs. Classroom teaching is currently the most widely used teaching method and the most popular teaching method in colleges and universities. In the process of using Hubei red cultural resources, colleges and universities should pay full attention to the important role of classroom teaching, organically combine Hubei red cultural resources with classroom teaching in colleges and universities, constantly enrich teaching content, innovate teaching methods, and enhance teaching fun, so as to effectively carry out the ideal and belief education of college students and help the students in universities and colleges establish the right ideal belief.

Pay Attention to Giving Full Play to the Practical Education Function of Practical Teaching. Universities should attach importance to the combination of red cultural resources and practical teaching, and carry out the ideal and belief education of college students through practical activities.^[14] Only the ideal and belief that has passed the test of practice is the lofty ideal and belief of science, and should be adhered to and improved for a long time. By giving full play to the application value of Hubei's red cultural resources in practical activities, we help young college students establish a correct world view, outlook on life and values. For example, in practice teaching, we will establish and create various patriotic education bases and red practice bases, and regularly organize college students to visit to enhance college students' patriotism and revolutionary heroism; carry out red tourism based on red cultural resources, and educate college students' ideals and beliefs, so that they can understand the indomitable spirit of revolutionary heroes, the fearless sacrifice spirit, the strong patriotism spirit, etc. create a red student community, use red cultural resources to organize and carry out colorful community cultural activities, and encourage college students to establish correct and noble ideals and beliefs.^[15]

Continuously Strengthen the Construction of Red Campus Culture. Colleges and universities use Hubei red cultural resources to carry out campus cultural construction, which should fully combine Hubei red cultural resources with campus cultural construction, and lead the development of campus cultural construction with the spirit of

red culture. On the one hand, colleges and universities should give full play to the guiding role of publicity and public opinion, constantly strengthen the publicity and education of Hubei's red cultural resources, and strive to create a campus atmosphere of red cultural spirit.[16] On the other hand, colleges and universities should explore the educational value of Hubei red cultural resources and actively organize and carry out academic, cultural and sports activities related to Hubei red cultural resources. These campus cultural activities can be the Hubei Red Culture Speech Competition, the Hubei Red History Forum, the Hubei Red Culture Knowledge Debate Competition and other popular red cultural activities for college students. In a word, colleges and universities should effectively penetrate Hubei's red cultural resources into a variety of campus cultural activities, so as to subtly help college students establish a correct world view, outlook on life and values, and cultivate college students' lofty ideals and beliefs.

Give Full Play to the Main Role of Hubei Red Culture Network. The Internet era has come, and the Internet has been integrated into the study and life of young college students.[17] Colleges and universities should make full use of the unique characteristics of the convenient and fast network platform, effectively embed Hubei red cultural resources into the ideal and belief education of college students, and give full play to the unique advantages of network ideological and political, which requires colleges and universities to use the network to establish a strong Hubei red network resource carrier to educate college students in ideals and beliefs. Such as the establishment of red culture website, red knowledge learning APP, red history story Weibo and WeChat. They should continue to explore new education and teaching methods and combine them with Hubei's red cultural resources to improve the autonomy and consciousness of college students' ideal and belief education. It is worth noting that the wide application of new online media has provided unprecedented opportunities and challenges for using Hubei red cultural resources to carry out ideal and belief education for college students.

4 Conclusions

Ideals and beliefs are related to the healthy growth of college students, the ruling status of the Communist Party of China, the realization of the Chinese dream of the great rejuvenation of the Chinese nation, and the future fate of socialist China. Strengthening the education of young college students' ideals and beliefs and helping them establish a firm common ideal of socialism and the lofty ideal of communism has a great impact and significance on the future of the country and the destiny of the nation. How to help college students establish scientific and lofty ideals and beliefs is a major mission of the party for the government and educators. Relying on Hubei's red cultural resources, we will give full play to the educational value function of Hubei's red cultural resources, so as to promote college students to establish correct ideals and beliefs. This is the starting point and foothold of the research in this article. This article focuses on the realization path of using Hubei red cultural resources to help college students establish lofty ideals and beliefs of science. In the new era, we will continue to explore the contemporary value of Hubei's red cultural resources, and use classroom teaching, practical

teaching, campus culture construction, network platforms and other methods to embed red cultural resources in them, so as to subtly carry out ideal and belief education, help college students establish lofty ideals, realize the close combination of personal values and social values, personal ideals and social ideals.

Red cultural resources not only have the educational value and function of ideals and beliefs, but also their economic value, political value, cultural value, etc. They also play an important role in the cultivation of socialist core values, ideological and moral construction, scientific and cultural quality of college students and other aspects. Universities use Hubei red cultural resources to carry out ideological and political education, ideal and belief education, science and cultural education and other educational research for college students that need extensive and in-depth research in the future, so as to promote the vigorous development of academic research related to Hubei red cultural resources and give full play to the contemporary application value of Hubei red cultural resources.

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