

The Value and Path of Integrating the Red Art Culture into the Cultural Construction of College Campuses

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Abstract. The Red Art Culture is a significant aspect of Chinese culture. It is a product of skilled craftsmen who, under the guidance of the Communist Party of China, create works that depict revolution, construction, reform, and development. These themes are considered a valuable treasure of the Chinese nation. The art produced are not only representative of Chinese culture, but they also embody the unique Red Spirit of the time. With their diverse forms of expression, the Red Art plays a crucial role in shaping the culture of college campuses. It holds significant value in terms of inheritance, education, aesthetics, and other epochal values. The development of campus culture plays a crucial role in showcasing the Red Art Culture. By effectively integrating the Red Art Culture into the campus culture, it can help establish a positive campus environment and foster the healthy growth of students.

1 Introduction

College campuses serve as hubs for knowledge and information. However, when they are influenced by harmful cultural ideas and values, it can have a detrimental effect on the social morality, lifestyle, and thinking patterns of both teachers and students. This is particularly true for college students, who may be more susceptible to these negative influences. Promoting the Red Art Culture can help contemporary teachers and students strengthen their ideals and beliefs, establish the concept of strengthening the country, and cultivate new talents who are worthy of the important task of national rejuvenation. Therefore, it is important to incorporate positive, healthy, and effective Red Art Culture with rich content into the construction of college campus culture. This will provide value guidance and ideological education to contemporary college students.

2 Culture and the construction of college campus culture

From the perspective of the ideological education and aesthetic education, the incorporation of the Red Art Culture is becoming increasingly prevalent in the development of campus culture within colleges. This integration not only assists these institutions in carrying out effective ideological and political education, but also serves as a valuable resource for cultivating high-quality and well-rounded individuals with a strong understanding of aesthetic education. The development of college campus culture plays a crucial role in preserving and advancing the Red Art Culture. It serves

as a platform for showcasing the richness and diversity of the Red Art Culture, making it more inclusive and accessible to all.

2.1 The Red Art Culture enriches the cultural construction of college campuses

The Red Art Culture offers a plethora of top-notch resources that aid in the development of college campus culture. It also provides assistance to colleges and universities in creating distinctive campuses. Colleges possess distinct school-based cultures that stem from varying school philosophies. The fusion of the Red Art Culture and school-based culture facilitates the infusion of value guidance with heritage characteristics, resulting in a distinctive cultural temperament. Moreover, it expands the characteristic content system of campus culture construction.

In subject papers, it has been noted that Red Art Culture utilizes various images, symbols, and metaphors to effectively express and convey historical events.^[1] This approach allows for a more intuitive display of red deeds and heroic characters, making it easier for teachers and students to understand and appreciate the significance of these figures. Furthermore, the Red Art Culture effectively communicates the red spirit from different times and spaces, ensuring that teachers and students are able to fully grasp the cultural and historical context of these events. For instance, in "Set Sail - The First Session of the Communist Party of China" He Hongzhou and Huang Faxiang employ visually captivating imagery to depict the interplay between characters and the historical context of the time.^[2] This effectively highlights the momentous occasion of the "big ship" embarking on its journey and conveys the

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indomitable spirit of the Red Revolution. An additional example is Pan He's "Hard Years". Through the use of intuitive and evocative artistic imagery, the piece conveys the belief in yearning for revolutionary victory and the spirit of revolutionary optimism during the war years. The red spirits depicted in the artwork silently nourish the hearts of teachers and students, and enhance the cultural construction of college campuses on a spiritual level.

2.2 The cultural construction of college campuses promotes the dissemination of the Red Art Culture

As an important carrier for the dissemination of the Red Art Culture, the cultural construction of college campuses promotes the dissemination of the Red Art Culture while making good use of red art cultural resources and enriching its own construction.

Colleges and universities are responsible for five essential functions, including talent training, scientific research, social services, cultural inheritance, innovation, and international exchange and cooperation. Campus spiritual and material culture, such as education, teaching, and value concepts, are primarily involved in talent training, cultural inheritance, and innovation. The culture of red art is incorporated into teaching materials, classrooms, and schools through intuitive visual imagery. This allows students to become familiar with the long-standing tales, heroic deeds, and memorable characters associated with the color red. Through this approach, the Red Art Culture is invisibly spread. In the realm of research and social services, as well as among teachers and students, there has been a thorough exploration of the various components that comprise red art. This has been accompanied by a vivid interpretation of the cultural essence of red art, which has in turn facilitated the preservation and evolution of this important cultural tradition. Each region boasts an abundance of rich red art and cultural resources that merge the local the Red Art Culture with campus culture. This fusion reflects the regional nature and emphasizes the importance of service. Demonstrate the distinct Chinese characteristics in international exchanges and cooperation, and promote the dissemination of China's unique red art culture to the world through mutual tolerance, learning, and communication.

3 The integration of the Red Art Culture into the cultural construction of college campuses holds significant value.

The Red Art Culture is a unique blend of rigor, solemnity, sensibility, and romance. It celebrates the beauty of human nature, faith, and the sublime. When integrated into college campus culture, it allows for the depiction of heroic characters and red deeds, showcasing the irreplaceable values of our time through its distinct art forms and spirit.

3.1 Inherit the red gene and continue the spiritual bloodline

The Red Art Culture refers to the visual language used by artists to commemorate leaders, heroes, martyrs, and historical events. By presenting red classic artworks, teachers and students can experience a sense of immersion in the subject matter. Everywhere you look, these symbols radiate with red light and embody a red spirit that inspires both teachers and students alike. It encourage everyone to consciously carry forward this spirit, inherit the red gene, and never forget their original intention of serving their country and its people. Above all, it remind us of our mission to strive for the great rejuvenation of the Chinese nation.

To ensure the continuation of the red bloodline, General Secretary Xi Jinping has emphasized the importance of sowing the "seeds of red genes" in colleges and universities.^[3] This involves consciously inheriting red culture among teachers and students during their growth. The incorporation of the Red Art Culture into the cultural fabric of college campuses allows teachers and students to embrace the values of hard work and progress that stem from the red gene. By immersing themselves in this culture, teachers and students can become agents of change and continue the legacy of this powerful lineage through deep learning and understanding.

3.2 Enhance cultural self-confidence and strengthen ideals and beliefs

"Cultural self-confidence is a fundamental and extensive form of self-assurance that endures over time."^[4] It is especially crucial in the context of cultural pluralism, where college students may succumb to the influence of Western thought, resulting in a loss of their cultural identity. This can manifest in various ways, such as through admiration and flattery, ambiguous beliefs, and wavering convictions. The incorporation of the Red Art Culture into campus culture not only displays a strong sense of cultural self-assurance but also allows college students to experience China's rich revolutionary, traditional, and socialist cultures. This exposure broadens their cultural perspectives, enhances their confidence in Chinese culture, and reinforces their ideals and beliefs through the influence of predecessors, heroes, and role models.

The primary criterion for being considered one of the "four have teachers" is having strong ideals and beliefs. "These ideals and beliefs serve as a guiding light for teaching, educating, and shaping the future."^[5] As teachers, our responsibility is to disseminate knowledge, cultivate abilities, and promote the correct values. To do this effectively, we must enhance our cultural self-confidence and strengthen our own ideals and beliefs. The Red Art Culture is a distinctive cultural form with a unique inner connotation and spiritual temperament. This culture inspires teachers to become conscious practitioners of cultural self-confidence and believers in their ideals and beliefs.

3.3 Cultivate patriotism and strengthen the sense of responsibility

"Patriotism is the heart and soul of the Chinese nation, serving as its most valuable spiritual wealth. It is also a powerful driving force for the Chinese people and the nation to defend their independence and dignity." [6] The intuitive presentation of the Red Art Culture can inspire contemporary teachers and students to embrace fearlessness in the face of hardship, view death as a return home, and remain loyal to their motherland. This cultural expression also embodies the powerful drive towards Chinese-style modernization and national rejuvenation, evoking strong patriotic sentiments.

The Red Art Culture is a significant component of the exceptional culture of socialism with Chinese characteristics. Its connotation is abundant, encompassing a tenacious will and belief, a sense of responsibility, lofty ideals, and persistent pursuit. For instance, Qian Songyan's "Hong Yan" is an ode to the "Hong Yan Spirit" through landscape paintings that depict the zeitgeist. [7] To strengthen the sense of responsibility among teachers and students and inspire them to consciously undertake the mission given by the new era, college campuses should integrate the Red Art Culture into their cultural construction. This will allow for the full realization of its value in solidifying the foundation and cultivating the soul.

3.4 Condense the first-class school spirit and study style, and improve the teacher's morality and teaching style

The banner that leads colleges and universities forward is their school spirit and study style. First-class study style is indicative of first-class school spirit, and first-class school spirit is indicative of a first-class school. A high-quality school environment and good learning atmosphere can promote the cultivation of high-quality, all-round talents in colleges and universities. The integration of the Red Art Culture into college campuses is a vital component of their cultural construction. The artistry of this culture serves to enhance the ability of both teachers and students to understand and appreciate beauty, as well as to create it. Moreover, it instills a sense of resilience and determination within teachers and students, encouraging them to overcome obstacles and move forward with a red spirit. By embodying the ideals of beauty and red spirit, this cultural influence promotes a first-class school spirit and study style.

Integrating the Red Art Culture into campus culture construction can have a multitude of benefits. It can enrich the campus cultural content, broaden the knowledge horizon of college students, and improve their comprehensive quality. Additionally, it can enhance the national self-confidence of college students, cultivate their feelings of family and country, and condense a first-class school spirit and study style. At the same time, it can also improve the morality and teaching style of teachers. Teachers, "preaching", "teaching" and "solving confusion". As a teacher, if you want to educate people,

you must first educate yourself. The red spirit that permeates the Red Art Culture instills in teachers a sense of duty towards their country and nation. They must recognize the national mission and social responsibility they bear, and constantly strive to improve themselves by shedding any negative work habits and cultivating their character. Ultimately, they must embody the ideal of "standing up with virtue, learning with virtue, and teaching with virtue".

4 The practical path of integrating the Red Art Culture into the cultural construction of college campuses

"We should carry forward the spiritual lineage of Chinese Communists with the great party-building spirit as the source, and make good use of red resources." [8] The Red Art Culture is a typical red cultural resource, there are red landscapes, paintings, arts and crafts in various regions, etc., these red art cultural resources mainly commemorate historical events or revolutionary ancestors in the form of physical objects, and educate teachers and students. Integrating red art and cultural resources into the cultural construction of college campuses can serve multiple purposes. Not only can it help with the fundamental task of cultivating virtue and developing individuals, but it can also create a new situation for this process. Additionally, this integration can effectively enhance the quality of talent training. However, due to the limitations of insufficient excavation of red art elements and weak attention, there are problems such as low utilization rate, small coverage and insufficient implementation depth of red art cultural resources in the cultural construction of college campuses. These problems restrict the high degree of integration of the Red Art Culture and college campus culture. Faced with this situation, we must break these shackles.

4.1 Deeply explore the Red Art Cultural resources and integrate them into the teaching system

There is an abundance of resources in the realm of Red Art Culture. In the field of teaching, art students have access to a comprehensive curriculum. However, for non-art students, the integration of Red Art Culture is primarily seen in the teaching of ideological and political theory courses, which tends to be passive and one-dimensional. Throughout various eras and with the influence of diverse creative concepts, different styles, different angles, different types of red art works have emerged onto the scene, resulting in a remarkably diverse collection. Li Keran's "Long March" which commemorates the 10th anniversary of the founding of the People's Republic of China, serves as a prime example. This piece depicts the Red Army's arduous journey and embodies the spirit of fearlessness in the face of adversity, as well as a steadfast belief in the ultimate triumph of their righteous cause. Another

example that highlights the spirit of hard work and progress during the period of reform and socialist modernization is Pan He's "Kaihuang Niu". This art work embodies the idea of "casting the soul" of the times, encouraging individuals to bury their heads in work and strive forward towards progress.^[9] The rich Red Art Culture shows different spiritual qualities. By delving into the core of the thoughts and spiritual meanings embedded in the cultural resources of red art, and skillfully incorporating them into teaching practices, college students can be encouraged to consciously and proactively imbue their thoughts with the red spirit. This will allow them to comprehend and relate to the red spirit, ultimately leading to a seamless integration of art culture and campus culture, and a genuine embodiment of the red spirit.

4.2 Focus on the Red Art Culture and carry out practical activities

In the new era, socialist colleges and universities offer a range of practical activities that are easily accepted by students. As an educational institution, it is important to focus on promoting the Red Art Culture, carrying out practical activities on campus, spreading traditional culture, promoting the main theme, and spreading positive energy. To achieve this, colleges and universities can expand their channels of activities through partnerships with red bases that align with their own school philosophy and local areas. By organizing exhibitions of red art works, teachers and students can appreciate the deep meaning of the Red Art Culture and integrate it into the campus culture. Additionally, it is crucial to prioritize students and their interests, allowing them to take the lead in creating and participating in activities that promote the Red Art Culture. By placing the student at the center, the initiative and creativity of students can be fully utilized, and the Red Art Culture can become an integral part of campus life. The students are the heart of the school, and it is essential to integrate the Red Art Culture into the campus culture. This integration should revolve around the students, serving and caring for them, and creating activities based on their interests. For instance, red-themed posters and graffiti are highly popular among the students. Through participating in the drawing, students become familiar with the red deeds, stories, and spirit behind the red characters, which helps them comprehend the essence of their thoughts. This enrichment of the campus culture not only improves the comprehensive quality of college students in the new era but also enhances their overall experience.

4.3 Use new media technology to build a red network platform

Education on network culture is an essential component of campus culture development in higher education institutions. It is also a vital aspect of the "Ten Educational Talents" system. The internet provides flexibility, speed, and interaction, and the red spirit embedded in the Red Art Culture can serve as an

inspiration for teachers and students to emulate heroes. The internet, combined with the Red Art Culture, can quickly and efficiently spread positive energy and promote the main theme. For instance, building an online position for the Red Art Culture using the "three micros and one end" approach helps teachers and students access the Red Art Culture and understand the red spirit at any time and place. Additionally, creating a "red cloud exhibition hall" enables an immersive interactive experience. The application of network new media technology effectively integrates digital and intelligent network information technology and traditional red art cultural resources, creating a more popular campus culture among teachers and students.

4.4 Relying on local Red Art Culture, create a characteristic campus

"The human creates the environment, the same environment also creates the human." ^[10] In the case of a campus, it is where teachers and students work and study. The quality of the campus environment has a direct impact on the effectiveness of teaching and learning. By combining the rich the Red Art Culture with the campus culture, we can fully utilize the positive aspects of both. By utilizing local the Red Art Culture resources, we can not only serve the local community but also promote the exploration and dissemination of local the Red Art Culture. This commitment to campus culture construction benefits both the university and the community. Currently, some colleges and universities are incorporating the local the Red Art Culture into their campus culture and implementing red art education. For instance, Linyi University has designed its school logo to embody the "Yi Meng" spirit upheld by its teachers and students. The institution also promotes the idea of educating individuals through red culture. By leveraging the local red culture and their own rich traditions, universities are developing a unique red campus culture. They are integrating the local the Red Art Culture into the construction of their campus culture, creating a visually stunning and high-quality material cultural environment for students and faculty to see, feel, and learn from. This approach helps to subtly establish a one-of-a-kind campus culture.

The Red Art Culture is a distinct form of culture and art in my country that visually portrays the spirit of loyalty to the motherland, people, hard work, and selfless dedication of the Chinese Communists through images, sculptures, architecture, and more. The Communist Party of China has led the nation's diverse ethnic groups through a remarkable journey of revolution, construction, reform, and development, embodying a lofty revolutionary spirit and excellent revolutionary style. This culture holds significant value in the current era, as it inspires people to forge ahead on a new journey. Therefore, colleges and universities should actively explore innovative ways to promote the Red Art Culture in their campus culture.

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