



# Red Culture Education Dissemination in Rural Schools under the Perspective of New Media——Taking the Primary School of Liushui Town, Ankang City, Shaanxi Province as an Example

**Chengshuo Zha**

Xi'an Polytechnic University, Shaanxi Xi'an 710048

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**Abstract:** Red culture education in rural schools is a very important part of the current rural education system, which can effectively help rural students cultivate patriotic feelings. However, because of the geographical location and insufficient resources, the red culture education in Rushui Primary School is relatively lagging behind. The school mainly conveys the revolutionary spirit to students by telling revolutionary stories and watching patriotic movies, etc. The lack of interactivity and practicability leads to limited educational effects. The Running Water Primary School is also deficient in integrating red education resources, the school fails to fully explore the rich local red resources, and it is difficult to integrate red cultural education into the daily curriculum, resulting in a single form of education, and it is difficult for students to fully understand the connotation of the red spirit. However, the effective application of new media in the current red culture education in rural schools can help to improve this situation, so the use of new media to strengthen the red culture education in rural schools has become an effective initiative in the teaching reform of the elementary school in the flow of water. In this paper, we will take the elementary school in Liushui Town, Ankang City, Shaanxi Province, as an example to explore the reform and innovation of red cultural education in rural schools under the perspective of new media, and hope that it can provide an effective reference for the development of red cultural education in rural schools in other areas.

**Keywords:** new media, rural schools, red culture education

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## Introduction

Red culture education is a great help to the cultivation of socialist modernization talents, but in the backward rural areas because of the relative backwardness of educational resources, educational concepts and educational means, resulting in the actual red culture education activities in the red culture is very difficult to effectively ensure the corresponding quality of education. The promotion and application of new media technology in the education industry has provided certain support for the innovative reform of red culture education in rural schools. However, in the new media perspective of rural school red cultural education dissemination process should also pay attention to certain strategies and methods, in order to really make the red cultural education to achieve the desired effect, really help students to establish a correct outlook on students, world view and values.

## **1. The role of new media in red culture education in rural schools**

Red culture education in rural schools is very important and necessary for the cultivation of students in rural schools, which can effectively help them establish correct values and better adapt to the development requirements of the current era. However, because of the lack of educational resources and backward teaching methods in the red culture education in rural schools, the teaching effect is not good. The application of new media technology in the current rural teaching work can help in many aspects of red cultural education to carry out innovative reforms to improve the level of teaching.

### **1.1 Broadening of dissemination channels**

In the process of red culture education in rural schools, the utilization of red culture education resources is crucial. Only when students have real contact with the corresponding educational resources can they have a deeper understanding of the revolutionary spirit and revolutionary stories contained in the red culture, so that the corresponding revolutionary spirit can really influence their personal growth. However, the educational resources in rural areas are relatively limited, and the corresponding red culture stories acquired by students from textbooks or extracurricular books have certain limitations, and it is difficult for schools to effectively utilize the limited educational resources to better guarantee the corresponding educational and teaching effects<sup>[1]</sup>. And through the application of new media technology, in the process of school red cultural education activities can be effective through the new media channels to obtain more red cultural education resources, the real realization of educational equity, so that students in backward areas can also be exposed to understand more advanced cultural knowledge and ideology. For example, the application of micro-classes in the current primary and secondary school curriculum teaching is relatively more, and micro-classes about the parents of the red culture propaganda related courseware is very much. So in the village school red culture propaganda can also effectively use courseware to show about Shaanxi local red culture, really make Shaanxi rural area students can also contact to understand more Shaanxi characteristics of red culture, inherit the red gene.

### **1.2 Enhancing interactive experience**

In the traditional red culture education process in rural schools, students usually watch videos or read the corresponding historical materials to better understand the red story or the revolutionary spirit contained therein, but the various text materials are relatively rigid and lack of interactive experience, resulting in students participating in the corresponding activities of the relatively poor enthusiasm, and it is difficult to participate in the activities of the process of the real have more gains. But the application of new media technology can effectively enhance the rural school red cultural education activities in the corresponding activities experience, really attract students to better participate in which to understand the connotation of the corresponding story. For example, rural red cultural education activities can use AI technology to make students experience the background of the revolutionary story, understand the cruelty of war and the importance of peace for the general public, so as to effectively stimulate students' patriotic feelings. Of course, the school can also effectively organize online discussions with students in the city and other regions to better expand the learning of the corresponding red cultural stories, so that students can better understand the red culture, can truly integrate the red cultural heritage into their own words and deeds, resolutely uphold national unity and peace, to the development of the country as their own responsibility, fully committed to the current learning activities, to enhance their strength and future effectiveness of the country, so as to enhance their own strength and future effectiveness of the country, so as to effectively stimulate students' patriotic feelings. Enhance their own strength and serve the country in the future.

### **1.3 Improving the effectiveness of communication**

In the process of red cultural education activities, the presentation form of red cultural education resources will also have an impact on the enthusiasm of students to participate in the activities<sup>[2]</sup>. Therefore, in order to better ensure the corresponding dissemination effect, can also use the digital technology in the new media to enrich the corresponding form of presentation, through the audio, video and other forms to better attract students to participate in the corresponding red cultural education activities, enhance the quality of red cultural education. Of course, you can also effectively use

intelligent technology to better give students' personal preferences and other personalized book lists for students. For example, some students prefer the study of the corresponding historical stories, while another part of the students prefer to understand the historical culture through the reading of personal biographies, so it can be effectively personalized according to the students' personal preferences for personalized recommendations, so as to truly meet the needs of different students of the red culture reading.

## **2. Effective strategies for strengthening Red Culture Education in rural schools by utilizing new media**

New media technology in the village to create red cultural education activities in the application of red cultural education activities can effectively help to improve the quality of red cultural education activities, but in the specific implementation of the process should also pay attention to certain strategies and methods, in order to achieve twice the result with half the effort. Next, we will specifically explore the use of new media to understand the effective strategies to strengthen the red cultural education in rural schools.

### **2.1 Integrating new media education resources to build a red culture education platform**

With the continuous progress and development of science and technology, the digital educational resources in the new media platform are also gradually enriched. However, there are advantages and disadvantages in the educational resources in the new media platform, so it is necessary to integrate the excellent educational resources in the use of educational resources to better help improve the quality of red cultural education in rural schools. Therefore, in the current use of new media to strengthen the red cultural education in rural schools, you can also build the corresponding red cultural education platform to collect and organize high-quality educational resources, so that the urban and backward rural schools can have the same opportunity to refer to the corresponding high-quality educational resources, and constantly optimize the teaching design to better protect the quality of red educational activities.

### **2.2 Strengthening teacher training to enhance teachers' ability to apply new media**

The use of new media to strengthen the red culture education in rural schools has become an important development trend of education informatization, but at the same time for the teacher team also put forward higher requirements. Teachers need to have a higher information literacy, in order to reasonably use the corresponding new media technology to promote the current teaching reform and innovation. Therefore, in the process of the current red cultural education activities in rural schools should also strengthen the training of teachers, through the regular implementation of the corresponding teacher training courses or to hire foreign teachers to give lectures and other ways to help teachers to improve the application of new media capabilities, to be able to really use new media technology to help the current red cultural education activities in rural schools efficiently<sup>[3]</sup>.

### **2.3 Guiding students to use new media correctly and improve the quality of red culture education**

New media technology not only provides impetus for the current teaching reform in rural schools, students can also effectively use the corresponding new media technology to achieve personalized learning<sup>[4]</sup>. However, new media technology has advantages and disadvantages, if over-reliance will affect the cultivation of students' independent learning ability. Therefore, in the actual application of new media technology, students should be guided to clarify the rules of new media use, to avoid over-reliance and unscientific use of new media technology for red education activities to play the value of the application of new media technology.

## **3. Conclusion**

With the development of education informatization, new media technology plays a great role in the current teaching reform work, especially its application in the backward rural areas of the school can effectively help to realize the sharing

of high-quality educational resources to promote the realization of educational equity. Therefore, in the process of carrying out red cultural education activities in rural schools, the application of new media technology is also being strengthened. This article carried out an in-depth exploration of this, and put forward the application strategy of new media to strengthen the red culture education in rural schools effective strategies and methods. It's believed that with the scientific and reasonable application of new media technology in the red culture education activities in rural schools, we can surely give play to its greater value and enhance the level of rural education.

### **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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