

Ideological and Political Work in Colleges and Universities to Make Good Use of the Overall Thinking of Red Ballads

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Abstract: It is important, necessary and feasible for the ideological and political work of colleges and universities to make good use of the overall thinking of red ballads. Review the ideological and political work in colleges and universities to make good use of the four advantages and three disadvantages of red ballads. The effective use of red songs in ideological and political work in universities should focus on improving political awareness, leveraging the role of talents, enhancing the effectiveness of activities, building a strong security line, achieving synergy of forces, and improving institutional mechanisms.

Keywords: ideological and political work, colleges and universities, red ballad

Introduction

We will carry forward revolutionary culture, inherit fine traditional Chinese culture, meet the people's growing spiritual and cultural needs, and constantly enhance the country's cultural soft power and cultural influence.^[1] It is of great significance to carry forward revolutionary culture, and it is necessary to constantly expand the research vision of revolutionary culture. As a product of human social practice, red ballads have the function of recording history and are important materials for ideological and political education. It is of great theoretical and practical significance to think about the use of red ballads in ideological and political work in colleges and universities.

1. The reasons for making good use of red ballads in ideological and political work in universities

It is important, necessary and feasible to make good use of red ballads in ideological and political work in colleges and universities. From the perspective of importance, whether it is to improve the ideological quality of individuals, social development or even national prosperity, red ballads are needed. From the perspective of necessity, the inheritance and promotion of red ballads need colleges and universities, because colleges and universities have the functions of talent training and cultural inheritance. From the perspective of feasibility, the feasibility of making good use of red ballads in ideological and political work in colleges and universities is closely related to their guiding ideology, content composition, realization path and goal orientation.

2. The ideological and political work in colleges and universities to make good use of the current situation of red ballads

Ideological and political work in colleges and universities makes good use of the current situation of red ballads to carry out holistic dialysis discovery. Specifically, there are four advantages and three disadvantages.

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2.1 Major advantages

2.1.1 The historical base advantage

Ballads are the product of human social practice, which came into being in the pre-Qin period. "The Book of Songs · Wei Feng · Garden You Tao" wrote: "The heart of sorrow, I sing and ballad. [2] After 1937, with the changes in the situation, the personnel involved in the creation of red ballads became more professional, especially the development of notation activities, which enriched the content of the creation and played a good role in propaganda and agitation. After the founding of New China, the collection of ballads was carried out throughout the country. Red ballads are the great practice of Marxist literature and art on the land of China, which provides a historical fertile ground for the ideological and political work of colleges and universities to make good use of red ballads.

2.1.2 Historical data support the advantages

Red ballads have a profound historical background and have witnessed the changes of history. After 1929, the publication of red ballads ushered in the first peak. After 1937, red ballads gradually changed into red songs. After 1949, in order to remember the history and enhance the striving force, the publication of red ballads books ushered in the second wave of climax. After 1978, the publication of red ballads books ushered in the third wave of climax, the first 10 years of this century, sporadic publication of red ballads books, but the influence is insufficient. The fourth wave of publications came after 2012. These four upsurges provide abundant historical support for the good use of red ballads in ideological and political work in colleges and universities.

2.1.3 Supporting resources advantage

With the rise of red tourism, more people are willing to go into museums and memorials to visit and learn. It can be found that the memorials in Anhui, Jiangxi, Guizhou and other places have the display of red ballads, which provides a good carrier for the dissemination of red ballads. In recent years, ideological and political work in colleges and universities has made good use of red ballads to carry out theme education not only to watch literary and artistic programs, but also to visit pavilions, as well as supporting experts to teach courses, and accommodation can basically be guaranteed.

2.1.4 The advantages of system construction

Attaching importance to the use of red resources provides basic guidelines for ideological and political work in colleges and universities, and the reform and innovation of ideological and political work in colleges and universities has entered a new stage. With the improvement of relevant system construction, it will be an inevitable trend for colleges and universities to make good use of red ballads in ideological and political work.

2.2 Major disadvantages

2.2.1 The disadvantage of information dissemination

The most common communication methods of red ballads are mainly oral transmission and text transmission. On the Internet, the number of information dissemination of red ballads is very small compared with entertainment information. In real life, many people think that red ballads are red songs and revolutionary ballads are red songs. Over time, red songs were weakened and even marginalized.

2.2.2 The industrial layout is inferior

In new industries, the use of red ballads is not widely used, such as designing apps and small programs, aiming at market demand in talent training mode, adjusting the existing professional layout, and reforming the professions that are not suitable for current social development. In terms of school-enterprise cooperation, the awareness of developing the red ballad library is not strong.

2.2.3 The disadvantage of ideological identification

Red songs are a proletarian revolutionary culture with strong class characteristics. Red songs are formed on the basis of fully absorbing the elements of folk songs, and have strong regional characteristics in language expression. With the development of the times and the progress of society, individuals lack a deep understanding of the essence of red songs,

forming the view that red songs do not need to be inherited, which brings certain difficulties to the inheritance of red songs.

3. The ideological and political work of colleges and universities to make good use of the realistic strategy of red ballads

Problems are the forerunner of The Times. The ideological and political work in colleges and universities should face up to the existing problems and strengthen the awareness of problems by making good use of red ballads. Based on the reality, this paper explores the practical strategies of making good use of red ballads in ideological and political work in colleges and universities.

3.1 Adhering to the guidance of scientific theory to improve ideological understanding

According to the specific requirements of the Party and the state for ideological and political work in colleges and universities, a special study at the level of the school Party committee will be held, and a red ballad inheritance plan that meets the actual situation of the school will be formulated with a highly responsible attitude in accordance with the actual situation of the school, and the ideological and political work will be effectively strengthened and improved. The Party committee and relevant departments of the secondary college should take the grass-roots party organizations as a unit, seriously study the essentials of the program, and organize and implement relevant activities.

3.2 Paying attention to the internal training of talents and bring them into play

The ideological and political work in colleges and universities should make good use of red ballads and pay attention to the internal training of talents and external introduction. In the case of Nepei, colleges and universities should, according to the actual situation of the school, encourage young talents to consciously pay attention to the red resources of the school through training and rewards, enhance the awareness of using red resources, and produce more high-quality research results. It is said that the talents trained by different majors set up in various universities have become experts or leaders in a certain industry after a certain period of time.

3.3 Innovating practical activity forms to enhance the effectiveness of activities

The ideological and political work in universities should fully recognize the importance of red songs and widely apply them to practical teaching. We need to start from the following four aspects. Firstly, we should use the classroom as a platform to enrich the teaching content. Secondly, we need to expand practical teaching bases based on the environment. Thirdly, competitions should be used as a means to stimulate students' enthusiasm for participation. Fourthly, we should lead by example and establish cases of striving for excellence. Units and individuals who excel in implementing practical activities should be rewarded through certain means to stimulate their enthusiasm.

3.4 Building multiple defensive positions to strengthen the security defense line

Practice has proven that the use of red songs in ideological and political work is never outdated. In the future, strengthening political guidance for the vast number of young people is crucial for ensuring the continuity of the Party's cause and maintaining the integrity of the red landscape. Build a special website for red songs, develop red song products, construct red song themed venues, cultivate red song research talents, establish a red song library based on students of different age groups, majors, and levels, intervene in technical factors, enhance experiential experience, and construct a multi-dimensional red song education and teaching system. We will make multidimensional efforts in both in class and out of class environments, as well as online and offline platforms, to build a strong security line.

3.5 Establishing a market-oriented concept to achieve synergy of forces

The ideological and political work in colleges and universities should have market-oriented concepts to make good use of red ballads. First, the application of red ballads in red tourism should be investigated. The second is to systematically sort out the protection and development of red ballads, and find out the fields that need to be developed in the process of protection and development of red ballads, such as the creation of red ballads IP, red ballads education projects and intangible cultural heritage projects. Third, relevant functional departments should put forward guiding

opinions on the application of red ballads in the ideological and political work of colleges and universities across the country.

3.6 Carrying out in-depth investigations and studies to improve systems and mechanisms

We need to do the following three things. The first is to establish a leading group composed of the school party and government, and improve the leadership mechanism. The second is to establish a group of experts with experience, understanding skills and good implementation, and improve the supervision mechanism. It should be pointed out that the improvement of the supervision mechanism also requires the extensive participation of teachers, students, staff, the public and other people, and listen to their opinions and suggestions through certain ways. The third is to improve and perfect the assessment and evaluation mechanism of ideological and political work in schools. Fourth, establish a safe working mechanism.

Conflicts of interest

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

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