

# The Theoretical Logic and Implementation of Red Financial Education in Colleges of Finance and Economics

Cuimei Du<sup>1</sup> Yonghui Liu<sup>2</sup>

<sup>1,2</sup>*School of Marxism, Shandong Technology and Business University, Yantai, Shandong 264005, China*

<sup>2</sup>*Corresponding author. Email: lyclyh@163.com*

## ABSTRACT

This paper explores the epochal orientation and theoretical logic of red financial education, and the importance of publicizing the secret transportation of gold in Jiaodong, and puts forward the general idea, implementation approaches, and working effect of strengthening red financial education and promoting red financial culture, providing practical guidance and theoretical support for red financial education in colleges of finance and economics.

**Keywords:** *Red finance, Secret transportation of gold, Colleges of finance and economics, Practical education.*

## 1. INTRODUCTION

Xi Jinping once pointed out that "a large amount of effort should be made on educating the youth, telling the story of the Communist Party of China (CPC), the revolution, and the heroes, thus cultivating deep love for the party, the country, and the socialism. In this way, the 'red gene' and revolutionary torch can be passed down from generation to generation." [1] Shandong revolutionary base areas abound with revolutionary resources. During the Anti-Japanese War, the great feat of Jiaodong army and people secretly transporting gold to support Yan'an made an indelible contribution to the final victory. However, little is known about the obscure but huge contribution made by revolutionary martyrs to the economic front of the war due to the special and confidential nature of the event. Accordingly, it is urgent to excavate and promote the valuable revolutionary stories, data and materials, the CPC's struggle strategy against the enemy, the practice of party-mass relations, and etc. This fact highlights the importance of widely spreading the history of red finance and the story of transporting gold to assist the CPC.

## 2. THE IMPORTANCE OF STRENGTHENING RED FINANCIAL EDUCATION

Given the rich resources of red finance and the CPC in Jiaodong, it is of great epochal significance to strengthen red finance education. Xi Jinping mentioned at the Central Publicity Working Conference held in 2018 that "the publicity and ideological work under the new situation requires everyone to consciously undertake the mission and task of holding the banner, gathering people's hearts, educating new people, reviving culture, and displaying favorable image." [2] Red finance is a rich revolutionary culture created by the CPC in the revolutionary period. The cause of red finance is an important part for CPC's revolutionary cause and is of great significance to the victory of the Chinese revolution and liberation. Therefore, the research and publicity of red financial resources inherit and develop red cultural resources, which can give full play to Shandong's advantages.

### 2.1 *The History of Beihai Bank can be Adopted as a Starting Point*

Xi Jinping has paid tributes to revolutionary martyrs on many occasions since the 18th CPC

National Congress, highlighting the significance of inheriting the "red gene" and carrying forward revolutionary spirit. Therefore, it is necessary to inherit the "red gene", remain true to our original aspiration, remember the glorious history, and constantly push forward the great cause created by the revolutionary forefathers at the new starting point. To a large extent, the quality and effect of inheriting "red gene" and exercising political ethics depend on the research depth and dissemination of historical traditional culture and revolutionary culture. The authors make clear the indispensable role of Beihai Bank in the development of Shandong economy by inquiring archives and sorting out historical facts. Specifically, historical materials, such as "Instructions of the Jiaodong Finance Office on Current Price Policies" and "Hidden Facts on Chiang Kai-shek's Gang, Whose Collapse cannot be Avoided Through any Reform", reveal the vital role of the red financial struggle in ensuring the financial stability of CPC's base areas and liberated areas. Therefore, it is of great epochal significance to tell the revolutionary story of Chinese based on the contribution Jiaodong army and people made to the economic front.

## ***2.2 Red Finance can be Taken as a Carrier to Achieve the Harmony Between Professional Education and Party History Learning.***

Revolutionary culture is the spiritual crystallization of the combination of the basic principles of Marxism and the reality of the Chinese revolution. On the one hand, it inherits, develops and innovates the fine traditional Chinese culture; on the other hand, it demonstrates the scientific, practical, popular and contemporary nature of Marxism, serving as a comprehensive embodiment of the belief, system, style of work, morality, revolutionary spirit and revolutionary tradition of CPC, with distinct national character, scientific character and popular appeal. The specially established Jiaodong Hall can be found in the Shandong Party spirit education base. Meanwhile, research on red finance has also been carried out in various parts of China. However, the study on red finance is relatively new and requires further exploration in practice.

## ***2.3 Red Financial History of Jiaodong Area***

As mentioned above, red finance is an integral part of China's revolution and liberation. As a former revolutionary base area, Yantai is one of the earliest areas in Shandong Province to carry out CPC-related activities and establish party organizations. Therefore,

it is also known as the birthplace of CPC organizations in Jiaodong and the political center of revolutionary struggle. The war claimed the lives of more than 76,000 Jiaodong people, and more than 100,000 people were disabled due to injuries. In addition, more than 430,000 gold (about 21.5 tons) was secretly transported by Jiaodong army and local people to support Anti-Japanese War and liberation led by the CPC. Thanks to this effort, the victory of the Chinese revolution was guaranteed economically, and the revolutionary team in Jiaodong was strengthened. This move demonstrates the nobleness of the army and people in Jiaodong, and marks a new revolution chapter in Jiaodong. However, few efforts have been made to collect and organize the oral histories of those who are the descendants of martyrs or informed, including martyrs such as Wang Yimin, Lu Pinsan, Yu Na, former director of Linglong Gold Mine, Gong Yugong, former director of Changyi Independent Camp, and the revolutionary veterans of Beihai Bank. Such situation should be changed.

## ***2.4 Historical Materials About the Secret Transportation of Gold in Jiaodong Area can be Enriched***

The financial history data about Zhucheng mostly involve the secret transportation of gold through Beihai Bank, which proves the authenticity of red finance history. The authors investigated the materials such as "Businessmen donated gold, military families took the initiative to call" in 1946, and learned that in addition to Juxian, Rizhao, and Junan, other places in Shandong have carried out large-scale donation campaigns, and regarded it as a key in "grain transportation, gold donation, and cotton donation", which further confirmed the authenticity of the secret transportation of gold in Jiaodong. Therefore, the authors analyze the operation mode of Beihai Bank, and explain the important position of Beihai Bank in stabilizing the border area economy and the economic front, so as to further reveal the role of red finance in patriotic education.

## **3. THE OVERALL IDEA OF STRENGTHENING RED FINANCIAL EDUCATION**

Colleges of finance and economics combine the red finance history represented by the secret transportation of gold with majors of finance and economics to dig deep into specific deeds, and demonstrate the unswervingly revolutionary beliefs of the older generation. In this way, the red financial

resources can be closely combined with the educational positioning of finance and economics colleges featuring financial intelligence education, and the disciplinary advantages of colleges can be realized through project-based operation, thus forming the education model of "theoretical research-social practice-publicity and promotion".

### ***3.1 The Study of Red Financial History in Theoretical Research***

Energy should be applied to investigating memorial hall, revolutionary sites, martyrs cemetery and other patriotic education bases in Jiaodong, strengthening the study on the history of red finance, and reasonably excavating, using and inheriting the revolutionary historical heritage of Jiaodong, thus enriching high-quality red financial resources. In addition, the red finance study club and students' association can be established to provide ideological and political education in red finance. Such associations should adhere to public welfare when mining red resources and inheriting "red gene", and focus on revolutionary education for young people to pass down the everlasting red regime and power.

### ***3.2 The Study of Red Financial History in Social Practice***

Xi Jinping points out that "we should make good use of red resources, inherit 'red gene', and pass down red regime and power from generation to generation".<sup>[3]</sup> As an important part of tourism, red tourism can meet the needs of research and practice, enhance the development momentum of red tourism, and open up a broader consumer market. Considering the contribution Jiaodong revolutionary base area made to the Chinese revolution in red finance, educational tourism in red finance can be launched to transform historical, cultural and resource advantages into economic advantages, thus promoting local economic and social development. Practice helps retrace the secret transport path of gold and collate oral histories. Combining ideological and moral education in social practice and publicity can innovate the form of patriotic education, spread revolutionary culture, and display revolutionary culture, history, tradition and spirit to young people. In this way, the ideological and moral quality of young people can be deepened, the effect of patriotic education can be enhanced, and the efficiency of patriotic education can be improved by knowledge absorption, shaking with soul, spirit inspiration, and mind enlightenment. In addition, the red financial education bases and the red financial education R&D platforms can be jointly established

to build the ideological and political curriculum system. In the early stage, more than 100 universities and primary and secondary schools are covered, which could be expanded later gradually. What's more, 5 series of quality ideological and political products are launched to create a new hub of Shandong red financial education.

### ***3.3 The Study of Red Financial History in Publicity and Promotion***

The way in which the youth imparts Party history to the youth stimulates the subjective initiative of both sides. The authors found that primary school students had little understanding of the "secret transport of gold" and were more familiar with the nature of "gold" as a precious metal. With this in mind, the value of gold can be adopted to reveal the great contribution the "secret transport of gold" made to the anti-Japanese war and the liberation war. In addition, in order to effectively solve the key points and teaching difficulties, situational creativity is adopted to immerse children in a good atmosphere throughout the class. In terms of classroom language, a variety of teaching methods have been adopted, such as conversation, discussion, reading guidance, etc., to enhance students' interest in learning.

## **4. THE IMPLEMENTATION OF STRENGTHENING RED FINANCIAL EDUCATION**

To facilitate the construction of a strong financial country and the high-quality educational development, colleges of finance and economics, as higher institutions to train talents in the financial industry, should strengthen the methods and means of red financial education with an open vision based on their own actual conditions, innovate working measures, establish working mechanisms, and improve working models.

### ***4.1 Expanding the Methods and Means of Red Financial Education***

The first is the integration of party history learning and education and financial intelligence education. Literature review, interviews, field visits and other methods are employed to explore deeds concerning red finance, through which the unswerving revolutionary beliefs of the older generation of revolutionaries can be demonstrated. The red financial resources and financial literacy can be closely combined to create a red financial

ideological and political education system with gold's secret transportation as the core.

The second is the unification of theoretical research and social practice. The authors collected relevant historical materials through relevant documents in local archives and museums. Meanwhile, the authors revisited the secret transportation path of gold and carried out social practice research, mined red resources based on professional knowledge, and gathered stories about such themes as heroes, sharing worries for the CPC, selfless dedication, which will serve as rich materials for party history education and freshmen education.

The third is the integration of achievement transformation and value promotion. The collected historical materials were collated to strengthen transformation, and a series of ideological and political education system with "the secret transportation of gold" as the core was established. In addition, propaganda group members can be trained, who can tell stories to other young people in primary and secondary schools. Accordingly, sound is taken to spread the history and the aspirations of the times.

#### ***4.2 Innovating Working Measures of Red Financial Education***

The first is to build an ideological and political education system for universities, middle schools and primary schools. The practice of youth telling Party history to youth can give full play to the role of peers and realize the transformation of research results in the first time. Special efforts can be made to build a practical teaching platform for college students to change the traditional cramming education, stimulate the youth's enthusiasm, and realize the shift from "I have to learn" to "I want to learn". The financial intelligence quality in colleges of finance and economics was also improved to meet the needs of financial intelligence education in primary and secondary schools, the training needs of financial industry and associations, and the needs of financial intelligence education and patriotic education of people at different levels. Meanwhile, the role of We-media platforms such as Tiktok, Bilibili and Toutiao should also be brought into play. Specifically, Tiktok boasts a massive audience covering primary and secondary school students, teenagers, middle-aged and elderly people, and the public's acceptance is so high that there is a nationwide trend of Tiktok. Bilibili is mainly aimed at teenagers and college students, whose viscosity is extremely high. Toutiao mainly targets middle-aged people. Therefore, the

three platforms can cover almost all age groups, playing a favorable publicity effect.

The second is to clarify the key and difficult points in the red financial history. As for the difficult parts such as the secret transportation route of gold, energy should be taken to guide the students to think actively, and modern educational technology such as PPT illustrations can be employed to clear students' minds. The initiative and creativity of both teachers and students in teaching are particularly noteworthy. For example, in the first part, the team first tells the story of sending coal in a timely fashion, and then tells the story of secretly transporting gold to help the war. In the second part, in order to clarify the historical context, many questions are put forward for students to explore independently and discuss in groups, such as "Do you know why gold was sent to Yan 'an?" and "Do you know which routes the Zhaoyuan military and people took to transport gold?" Then, students' answers are summarized. In the last part, the question "In what form are these three paragraphs expressed?" is proposed to help students summarize the text and highlight the feelings conveyed. Then, a reading video is broadcast through the multimedia to help students deeply feel the majestic momentum and sonorous strength. Finally, students are invited to talk about their feelings and read the text with emotion for better promotion effect.

#### ***4.3 Establishing Working Mechanisms of Red Financial Education***

On the one hand, the "six" red financial education system should be constructed. According to Xi Jinping, "what kind of people we should cultivate, how, and for whom - these are the fundamental issues that education must address". [4] As a response to this fundamental issue, the revolutionary cultural resources in Jiaodong can be developed and publicized from the aspects of brand positioning, promotion measures, brand effect and practical inspiration. Besides, the "six" red financial education system covering ideas, concepts, goals, actions, measures and guarantees should be constructed to integrate the red financial history into curriculum teaching, daily management, campus culture, social practice and academic research. In this way, a revolutionary cultural education pattern of "dominance of colleges and universities, vertical linkage, division of labor, and coordinated promotion" is formed, a large number of new generations with the revolutionary spirit of Jiaodong are cultivated, and a brand of revolutionary cultural education is created.

On the other hand, the "three organic integration" work pattern should be launched. Red financial education requires the integration of secret transportation of gold in Jiaodong into every link of ideological and political teaching. Through discipline penetration, text transformation and practical activities, the three-dimensional teaching model of "theory + practice + network" is constructed, and "three organic integration" is realized. To be specific, the first is organic integration into classroom. When talking about anti-Japanese war, mine warfare and guerrilla war in Haiyang County of Jiaodong can be adopted to enrich the form of patriotic education. the second is the organic integration into practical teaching. Teachers need to guide students to complete the special research reports *Yantai in the Liberation War*. The third is the organic integration into the campus cultural activities. The WeChat public account platform Jiaodong Party History can be used to create a "fingertip classroom" widely welcomed by teachers and students. Therefore, the "three organic integration" is sure to enrich ideological and political course.

#### **4.4 Improving Working Models of Red Financial Education**

On the one hand, "experiential" ideological and political education can be launched. Marx once said: "As long as a theory persuades people, it can grasp the masses, and as long as the theory is thorough, it can persuade people." [5] Stimulating students' initiative is the key in education, so numerous measures should be taken to mobilize students to find education resources. Teachers who retrace the paths of older revolutionaries and make field trips before sharing with students can greatly improve the teaching effect. In addition, teachers can also retrace the secret transportation path of gold" with students to learn Party history, which will allow students to gain knowledge that they cannot learn in textbooks, and inspire young people to learn both the "book with words (theory)" and the "book without words (practice)".

On the other hand, a new model of ideological and political education should be constructed. As the saying goes, "Thought is the forerunner of action, and theory is the guide of practice." [6] Lecturers are supposed to exercise education carefully. As for the selection and recruitment of talents, the principles of full-time orientation, combination of specialty and part-time, sufficient quantity, high quality should be followed. Red finance instructors should also be set up according to the standard and continue to promote

team members' understanding of the *Secret Transport of Gold* course. Core team members can train professional teachers, and professional teachers can in turn train members of the publicity group to implement the standard requirements of "leading, informed, caring and guiding", and create a new pattern of red financial education.

### **5. STRENGTHENING THE EFFECTIVENESS OF RED FINANCIAL EDUCATION**

The education effectiveness is the key factor to determine the success of red financial education. Connotation construction can inject new vigor and vitality into the boring content; the innovation of publicity means helps to bring red financial education into the "homes of ordinary people"; and the bidirectional synergistic effect of education subject and education object can make red financial culture deeply rooted in people's hearts. Besides, the experiential red financial course provides an important carrier and support for red financial education. Through multi-channel and all-round communication, the red financial culture can be better inherited and carried forward.

#### **5.1 Excavating the Revolutionary Cultural Connotation of "Gold's Secret Transportation" and Making Revolutionary Culture "Alive"**

"The secret transport of gold", as one of the red financial culture, has high communication value. In the process of communication, a point-to-area approach can be adopted to publicize the "secret transportation of gold" through campus culture corridor, WeChat public account, learning exhibition halls, group classes, lectures and so on. When carrying out history education activities, students' enthusiasm in learning can be enhanced through the competition between classes, departments, and schools, as well as learning reward mechanism, so that they can understand the nobleness of military and people in Jiaodong who "donated more than 430,000 gold and claimed that the last gram of gold must be handed over to the CPC".

#### **5.2 Taking Multiple Measures to Strengthen Publicity and Making Red Financial Culture "Down-to-Earth"**

The history education of red finance should keep pace with the times, which requires continuous

innovation of education methods. On the one hand, traditional classroom teaching could be taken to strengthen the publicity of the red financial history in schools; on the other hand, multimedia such as the Internet should also be adopted to vigorously publicize the event of the secret transport of gold in Jiaodong. In this way, revolutionary culture is combined with modern elements, and endowed with the characteristics and connotation of the new era, thus being consistent with the theme of today's social and economic development. It's also necessary to learn from CCTV's *Everlasting Classics* and make Tiktok videos, which is a way that teenagers are willing to accept, so that classic stories and modern elements collide with each other to spawn new understanding and draw social attention and thinking.

### ***5.3 Giving Play to the Role of Different Educational Subjects to Make Red Financial Education Rooted in People's Heart***

First, it is to utilize the role of classroom. The integration of revolutionary culture into ideological and political lessons is inevitable. Special attention should be paid to classroom teaching and curriculum development. The course content should be based on Jiaodong's historical resources, targeting audience across the country. "The secret transportation of gold" should be taken as the focus, and history should be integrated into the curriculum independently developed and implemented by colleges of finance and economics in Jiaodong, to impart the story of red finance, and inherit and develop revolutionary cultural resources. In this way, the advantages of Shandong as a strong cultural province can be exerted to spread the revolutionary spirit of Jiaodong.

Second, it is to utilize the catalyst role of family. Given the vital role of family in propaganda and education, parent-child activities related to the "secret transport of gold" should be organized so that children can grow up in a family full of revolutionary atmosphere and consciously inherit and carry forward revolutionary culture.

Third, it is to utilize the incubating role of bases. In addition to oral teaching, schools and families can adopt more diversified ways to spread revolutionary culture. For example, leading the youth to visit such revolutionary education bases as memorial halls and cemetery of martyrs, watch revolutionary movies, and participate in lectures promoting revolutionary knowledge. Such field visits and personal experiences help teenagers to reflect the revolutionary spirit shown by the heroic deeds of the

"secret transport of gold", and feel the struggle course and great achievements of the army and people in Jiaodong. Accordingly, students' fighting spirit can be encouraged.

### ***5.4 Developing Red Financial Education Courses to Make Ideological and Political Lessons Full of Vitality and Interest***

Xi Jinping once mentioned that "ideological and political courses are key to moral education". [7] Therefore, the red financial education should be based on the development of more ideological and political courses featuring vitality and interest. First of all, special attention should be paid to the Party history education in ideological and political education. While increasing the content and teaching hours of Party history education, we should train excellent teachers to realize the educational goal of "learning history to understand the reason, to increase credibility, to worship morality, and to practice". Secondly, the main role of the lecturer in ideological and political course should be emphasized. Ideological and political education must follow "the law of imparting knowledge and educating people, the law of student growth, and the law of ideological and political work". [8] This requires colleges and universities to combine knowledge imparting with ideological education, systematic teaching with thematic education, theory with practice based on students' ideological reality, and effectively reform teaching content, teaching methods and teaching means. Finally, the subject of Party history education should be further expanded. The subject of Party history education should not be limited to the ideological and political theory teachers in colleges and universities. Social resources should be fully tapped and utilized, and party history experts, revolutionary soldiers, and advanced models from all walks of life should be invited to serve as education subjects, so as to enrich the content and form of red financial education and training.

### ***5.5 Spreading Red Financial History in a Multi-channel and All-round Manner to Make Revolutionary Story "a Hit"***

The practical orientation of red financial education means broadening the audience of party history education, drawing the attention of teenagers and creating a strong atmosphere. On the one hand, ideological and political courses, as the main position, should be firmly consolidated. On the other hand, it is

necessary to impart party history among students, especially members of Communist Youth League of China. The methods favored by students can be adopted to carry out a series of class meetings, league days, essay contests, speech contests and knowledge competitions with the theme of Party history, thus enhancing students' learning enthusiasm. Meanwhile, various media resources can also be fully employed to expand the coverage of publicity and education. The red financial knowledge can be spread through the school newspaper, school magazine, school radio and publicity gallery, the party history column can be set up in the campus website, and the party history forum can be opened to spread the red financial history in a multi-channel and all-round manner.

## 6. CONCLUSION

To sum up, colleges of finance and economics should fully utilize the leading role of the red financial research group to strengthen theoretical research, and employ the linking role of red financial study clubs to construct ideological and political system. Besides, as the vanguard, the propaganda group can contribute to the publicity of the red financial story; practical teams can enrich education forms and content; while the project-based operation helps to establish a systematic work system featuring collaboration and joint operations.

## ACKNOWLEDGEMENTS

This paper is supported by 2022 Yantai campus and local integration development project: A Study on the Coordinated Development of Ideological and Political Education and Financial Intelligence Education in Colleges of Finance and Economics (project number: 2022YB22) and 2020 Shandong Youth Education Science planning project: Study on the Improvement of Online Discourse Power of Youth in We-media Era (project number: 20AJY098).

## REFERENCES

- [1] Xi Jinping. Speech at Party History Learning and Education Mobilization Meeting. Beijing: People's Publishing House, April 2021, No. 26.
- [2] Xi Jinping: The Governance of China III. Beijing: Foreign Languages Press, June 2020, p.312.
- [3] Xi Jinping. Make Good Use of Red Resources, Inherit Red Genes, and Pass Down the Everlasting Red Regime and Power From Generation to Generation. People's Daily, 16 May 2021, p.1.
- [4] Xi Jinping. Accelerating the building of a Strong Education Country will Provide Strong Support for the Great Rejuvenation of the Chinese Nation. People's Daily, 30 May 2023, p.1.
- [5] Selected Works of Marx and Engels (Volume 1). Beijing: People's Publishing House, May 1972, p.9.
- [6] Wang Weiguang. The Purpose of Understanding the World is to Transform the World. Beijing: People's Publishing House, September 2014, p.182.
- [7] Xi Jinping. Ideological and Political Courses are Key to Moral Education. Beijing: People's Publishing House, 1 September 2020, p.1.
- [8] Xi Jinping: The Governance of China II. Beijing: Foreign Languages Press, November 2017, p.378.