

Research on the Dissemination of Red Culture from the Perspective of New Youth's Reception

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ABSTRACT

Red culture, a spiritual symbol of the Chinese nation, contains profound historical memories and revolutionary spirit, which is supposed to be inherited and carried forward by its people, especially the youth. While during its dissemination to the youth in the new era, there lies some hinders and deficiency. This paper elaborates on the evolution and significance of red culture, dissects the existing circumstances and hurdles in its dissemination, probes into the traits and reception scenarios of the new youth, and puts forward corresponding dissemination strategies. The overarching aim is to furnish both theoretical underpinnings and practical guidelines for more efficaciously inheriting and proliferating red culture among the new youth.

Keywords: Red culture, New youth, Dissemination, Reception.

1. INTRODUCTION

In the present era, red culture serves as a distinctive spiritual emblem of the Chinese nation, acting as the bond that unites the Chinese people and encapsulating deep historical recollections and noble revolutionary ideals. With the great changes in society, the inheritance and dissemination of red culture has not only been placed great emphasis, but also faced arduous challenges. Especially as the new youth group has gradually become the mainstream force in the new era society, exploring their reception of red culture plays a crucial role in the sustainable development of red culture. This research aims to analyze the current situation of red culture dissemination, focusing on the emerging youth group and seeking effective dissemination strategies suitable for them, so as to help red culture break through difficulties and regain its brilliance in the new era.

2. THE DEVELOPMENT AND VALUE OF RED CULTURE

2.1 The Origin and Development of Red Culture

Red culture took root in the turbulent China of the early 20th century. At that time, the crisis of the upright nation and the introduction of advanced Marxism, combined with the exploration of China's advanced intellectuals to save the country and survive, laid the ideological foundation for the red culture. Red culture is an advanced culture with distinct Chinese characteristics that was created under the leadership of the Communist Party of China in the long-term practice of revolution, construction and reform, guided by the theory of Marxism [1]. Since the founding of the People's Republic of China, red culture has continued to develop in socialist construction and reform and opening up. From the spirit of Lei Feng to the spirit of fighting the epidemic, red culture has been continuously integrated with the times, enriched its connotation, and become a powerful spiritual driving force that inspires the Chinese nation to move forward bravely.

2.2 *The Significance of Red Culture in the New Era*

Red culture deeply embodies the spirits of patriotism, collectivism and communism. It bears the lofty ideals and firm beliefs of the Chinese revolutionary predecessors, inspiring the Chinese nation to strive unremittingly for the great rejuvenation of the Chinese nation.

In the new era, red culture permeates all fields. First, it stems from the lofty ideals and firm beliefs of the revolutionary forefathers, which is conducive to building the ideological security of the masses and strengthening the sense of identity and cohesion of the new youth group towards the party and the country. Second, as an important component of Chinese culture, red culture is integrated into the excellent traditional Chinese culture, revolutionary culture, and advanced socialist culture, which is conducive to enhancing the country's cultural soft power, injecting vitality into the prosperity of the cultural industry, and thus improving the self-confidence of new youth culture. Third, the arduous spirit of pioneering and enterprising courage and dedication from the revolutionary ancestors is an important part of the red culture, which has inspired the new youth group to overcome difficulties in various fields such as scientific and technological innovation and rural revitalization, and make unremitting efforts to realize the Chinese dream of the great rejuvenation of the Chinese nation.

3. THE CURRENT SITUATION AND CHALLENGES OF RED CULTURE'S DISSEMINATION

3.1 *The Current Dissemination Channels of Red Culture*

At present, the communication channels of red culture are rich and diverse. First of all, there are five hundred eighty five National Patriotic Education Demonstration Bases nationwide. These bases such as Jinggangshan, Yan'an and other places, carry heavy histories through physical display and scene restoration, so that visitors can feel the hardships of the revolution and strengthen the appeal of red culture. Second, they normally integrate into part of the school education, with the help of ideological and political courses and campus cultural activities, to convey red cultural knowledge to academics and vigorously cultivate students' red values. In addition to ideological and

political courses, Red culture can also be expanded in an interdisciplinary way, combining history, literature and art courses to penetrate red culture into a wider range of subject areas [2]. Third, some of the new media platforms are applied. For example, red-themed films and television works with the help of online platforms, break the limitations of time and space, such as *The Age of Awakening* triggered a national drama craze; red culture public accounts and short video accounts are set to disseminate red stories and heroic stories, so that fragmented time is picked up to improve the spread rate of red culture. Fourthly, some local governments or communities often organize various activities or performances with the theme of red culture. For example, from October 2024 to now, the Langshi Xixili Cultural Activity Center in Qingyang District of Chengdu has held the activity of "Parent-Child Reading Red Classics", so that parents and children can jointly deepen the history of red culture and inherit the spirit of red culture. On February 3, 2025, Luzhou City carefully built the "Red Village Evening" on the whole network platform, two and a half hours of performance let the audience immersive, all-round feeling of the revolutionary struggle of Luzhou.

3.2 *The Dissemination Challenges Red Culture Faced with*

Although the spread of red culture is organized from top-to-bottom, it still faces many difficulties and challenges. First of all, from the perspective of audience reception, with the development of society and the multiplication of life pressure, the mainstream youth group has a certain sense of alienation from red culture and tends to choose novel entertainment content, which makes red culture encounter a bottleneck in attracting the attention of young audiences. Secondly, the adaptability of the communication content and form is somewhat outdated. Many universities still stay in the traditional classroom teaching, the lack of diversified teaching methods and interactive links. The boredom of classroom teaching leads to the low enthusiasm and participation of students in red culture education, and they cannot deeply comprehend its spiritual connotation [3]. At the same time, the ideological and political education in schools sometimes stays on the superficial level, without penetrating into the psychology of students, thus is ineffective to cultivate students' red cultural values. In addition, in the era of digital networking, the spread of red culture is faced with the impact of information torrents. As young people, whose

ability to discern right from wrong is still cultivating, it is easy for them to be misled by the false information and distorted history. In addition, the funds for red literary and artistic creation are scarce, and the income from the allocation is not considerable, which is difficult to support the continuous output of some high-quality red literary and artistic performances and high-quality film and television works, which affects the breadth and depth of communication.

4. THE GROUP CHARACTERISTICS OF NEW YOUTH AND THE CURRENT SITUATION OF THEIR RECEPTION OF RED CULTURE

4.1 The Cultural Need Characteristics and Red Culture Reception Status of the New Youth Group

The new youth group exhibits diverse cultural needs. On the one hand, they have a high passion for pop culture, such as a love of pop music, fashion wear, and star-chasing. At the same time, they are addicted to using emerging social media platforms such as Tik Tok and Weibo to grasp information. On the other hand, there are also some young people who are keen on traditional culture campaigns and activities such as Hanfu promotion and traditional handicraft inheritance. These young people shoulder a sense of mission to strive to inject new vitality into the traditional Chinese culture too make it shine again in the new era.

In contrast, the reception of red culture by the new youth is not satisfactory. First of all, most of the new youth's understanding of red culture comes from the school curriculum. Most of them have only learned or heard landmark historic events, without having a full picture of the background and specific plots and details. Although this has also cultivated the majority of new young people to receive the values of red culture to a certain extent, there are still a small number of people who feel that this is out of touch with modern life and lacks attractiveness. In recent years, although the popularity of red tourism has risen, and a large number of young tourists have come to red education bases such as Jinggangshan and Jianchuan Museum, most of them are punch-in browsing and sightseeing, and do not have an in-depth understanding.

4.2 Factors Affecting the Reception of Red Culture by the New Youth

First of all, in the context of globalization, the impact of multiculturalism has affected the cultural values of the new youth. The influx of Western culture has attracted the attention of young people with its uniqueness and values advocated differently. For example, Marvel movie series are widely welcomed with their wonderful special effects and plots, while domestic cultural works of the red culture genre are ignored. At the same time, the emergence of pan-entertainmentism has led college students to indulge in pleasure, wasting their time on their mobile phones and failing to make use of fragmented time for study. The resurgence of historical nihilism has prevented college students from firmly believing in Chinese culture and seriously shaken their faith in Marxism and communism [4].

Secondly, in school education, the content of red culture textbooks has problems such as insufficient material excavation and lack of integration of the times. Some textbooks may only list major events without telling them in detail, so that students can only get a general idea. At the same time, teachers are mainly lecture-oriented. There is a lack of interactive participation, thus most of the students are not interested, and the new youth are mostly in a state of passive reception. In addition, most schools do not make full use of the surrounding red cultural resources, organize red cultural activities in place, and rarely organize students to visit memorial halls and red education bases, so students lack intuitive experience and it is difficult to deeply understand red culture.

5. THE DISSEMINATION STRATEGIES OF RED CULTURE FROM THE PERSPECTIVE OF NEW YOUTH'S RECEPTION

5.1 Innovating the Forms of Expression of Red Culture

It is necessary to innovate red cultural and artistic works to narrow the gap between the new youth and red culture. This can be accomplished by producing red-themed animations to capture the attention of the new youth. By creating means of lively characters, revolutionary stories can be narrated. Meanwhile, leveraging online platforms to create short videos to showcase red cultural relics and recount authentic historical events is also

advisable. Red culture exhibitions can be organized as well, where paintings, photographs and artworks are utilized to exhibit the connotations of red culture in urban areas. Moreover, red culture ought to be integrated into pop music. Releasing popular red cultural songs can enable the new youth to sing the voice of the past and the future together.

Creating interactive experience and applying gamification are also advised to activate the new vitality of red culture. Using VR and AR technology, across time and space, with the help of AR equipment, can create an immersive red culture experience. Visitors can engage themselves in the one-to-one reproduction of red cultural sites online, as well as the virtual restoration of revolutionary battle scenes. In addition, integrating red culture stores and historical knowledge into the game setting is innovative enough to attract young people, so that they can interact with NPCs, and after successfully breaking barriers and raising to higher levels, they can obtain the corresponding red cultural awareness and values.

5.2 Building a Diversified Disseminating System for Red Culture

Red cultural resources can also break through the limitations of physical time and space, moving from "real physical objects" to "cloud-based networks", to build digital experience halls of red culture, online virtual exhibition halls, etc., further expanding the coverage space and reach of red culture dissemination [5]. Therefore, the government can integrate the red cultural resources across the country and build a red cultural cloud platform, and digitize and unify resources such as memorial halls and red sites scattered in various places, break geographical restrictions, and allow new young people to browse the national red cultural treasures without leaving home. At the same time, the cloud platform can set up an online contest for red culture knowledge, where schools can certify their students to participate in the contests, and the credits can be exchanged for corresponding prizes, so as to better drive the atmosphere of new youth groups to learn red culture.

Secondly, it is to strengthen the popularization of red culture education is the foundation. At the stage of primary and secondary education, the content of textbooks should be fulfilled, teaching methods improved, the background of the new era integrated, the connotation of red culture deeply explored, and more red cultural activities carried

out, so that students can vividly touch history and remember the martyrs. At the stage of higher education, research done by students on red cultural topics should be encouraged, and red cultural creation contests and theatrical performances are organized to give full play to the innovative vitality of new youth groups.

Lastly, strengthening the international dissemination of red culture is an effective way to rejuvenate China. Open official accounts on Facebook, Youtube and other international social platforms, publish excellent short videos and animations, etc., vigorously spread the spirit and concept of red culture, and enhance the influence and attractiveness of Chinese culture. Releasing the Chinese red culture games, such as the War of Resistance Against Japanese Aggression, etc., can display the Chinese revolutionary stories to foreign players in a vivid and interesting way, so as to enhance the three-dimensional, comprehensive and authentic China's image.

6. CONCLUSION

Red culture contains the unique indomitable spirit of the Chinese nation. In the past, it led the revolutionary forefathers to struggle with bravery, and now it leads the new youth to reform and open up and join the socialist construction. As the backbone of red culture transmission in the new era, the new youth play an irreplaceable role in inheriting red culture with technological means, media platforms and artistic expression techniques to innovate red cultural expressions. Besides, it is urgent to integrate red cultural resources to build a red culture cloud platform to realize the online sharing of red culture. And strengthen the integration of red culture into all stages of education and international communication, so that red culture from the depth and breadth of all-round and deep development, so that it becomes the cohesion of the national spirit, the internal driving force to promote the cause of socialism.

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