

A Study on Pathways for Empowering Ideological and Political Education in Higher Education Through Red Cultural Resources in the Context of New Media

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ABSTRACT

With the rapid development of the new media era, the ideological and political education in colleges and universities is facing new opportunities and practical challenges. Based on the red cultural resources, this paper focuses on the regional resource characteristics of Jiaodong red culture, and analyzes its practical education value, practical dilemma and method path for ideological and political education in colleges and universities from the perspective of new media. Combined with the current situation of ideological and political education and red culture communication in colleges and universities, this paper puts forward some strategies, such as strengthening new media technology to enhance the influence of red culture, relying on the second classroom to build a practical education platform, constructing multiple collaborative education channels, promoting the deep integration of campus culture and red culture in Jiaodong region, and cultivating the red culture atmosphere of characteristic campus, so as to innovate the mode of ideological and political education, effectively improve the effectiveness of ideological and political education, and provide reference for the high-quality development of ideological and political education in schools.

Keywords: *New media, Red cultural resources, Ideological and political education.*

1. INTRODUCTION

Red cultural resources are the precious spiritual wealth accumulated by the Chinese nation in the process of revolution, construction and reform. They are the core high-quality resources for colleges and universities to implement the fundamental task of "fostering virtue through education" and carry out ideological and political education. Colleges and universities shoulder the important mission of continuing the red blood and shaping the values of young people. With the rapid development of new media technology, it has completely broken the time and space limitations and communication barriers of traditional ideological and political education, and provided a new carrier and path for the activation and utilization of red cultural resources and the innovative development of ideological and political education. At present, the multiple ideological

trends of the network are intertwined and infiltrated, and the traditional one-way indoctrination ideological and political model is less attractive and the form of communication is single. It is difficult to adapt to the cognitive characteristics and growth needs of contemporary college students, which restricts the effectiveness of ideological and political education in colleges and universities. In this context, relying on the advantages of new media communication, excavating, integrating and activating the advantages of red cultural resources in the interest areas, promoting the deep integration of red culture and ideological and political education in colleges and universities, and innovating the digital, immersive and interactive education model have become an important issue in the reform of ideological and political work in colleges and universities. Based on the perspective of new media, this paper analyzes the era value and realistic dilemma of red cultural resources enabling

ideological and political education in colleges and universities, and explores scientific and feasible practical paths, so as to further enhance the appeal and effectiveness of ideological and political education, and help young people in the new era to strengthen their ideals and beliefs and cultivate their feelings of family and country.

2. THE PRACTICAL EDUCATIONAL VALUE OF EMPOWERING COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION WITH RED CULTURE RESOURCES FROM A NEW MEDIA PERSPECTIVE

At present, the rapid development of new media technology with network information platform, big data information database and AI (artificial intelligence) as the core has reshaped the mode of information dissemination and interpersonal relationship, and has also profoundly affected the thinking mode, core values and behavior habits of young college students. As a network native generation group, college students' daily life, learning and network new media are highly bound. Their ways of obtaining information, communication and cognition of the world are characterized by digitization, fragmentation and interaction. The current situation not only brings a new communication carrier and education path for ideological and political education in the stage of higher education, but also brings many challenges. The multicultural trend of thought spreads with the help of new media, some college students are easily misled by wrong values, and the struggle for discourse power and the difficulty of ideological guidance in ideological and political education are significantly improved.

Red cultural resources are the precious spiritual heritage formed by the Communist Party of China in the long river of history through the accumulation of revolution, construction and reform in various historical periods. They embody patriotism, collectivism and socialist core values, and constitute the important content and core carrier of ideological and political education in colleges and universities. Taking Jiaodong area as an example, as one of the important areas of Chinese revolution, Jiaodong area has nurtured the red culture of Jiaodong with profound and distinctive characteristics. From the mine war, the establishment of Jiaodong anti-Japanese base area, to the support movement during the liberation war,

and then to the struggle process of Jiaodong people in the new era, it has left rich red sites, revolutionary cultural relics, heroic deeds and spiritual core, which provides fresh materials for college students' ideological and political education. The study of red culture plays an important role in the formation of its core values.

2.1 Ideological Guidance, Building the Foundation of Ideals and Beliefs

Ideal and belief education is an important part of ideological and political education in colleges and universities. The firm ideal and belief and lofty revolutionary spirit contained in red cultural resources are important materials to lead college students to establish core values. From the perspective of new media, with the help of short videos, red lecture halls, revolutionary education bases and other carriers, revolutionary stories and heroic examples in red culture can be vividly presented, so that college students can feel the spiritual strength of revolutionary ancestors. Through the new media platform, the story of the heroic struggle of the military and civilians in the anti-Japanese base areas in the difficult environment is pushed, which vividly shows the firm belief of the ancestors in the revolutionary period in fighting for national independence and people's liberation; videos can walk into the red education base, use virtual simulation technology to watch historical restoration scenes such as mine warfare and Jiaodong defense warfare, so that college students can feel the bravery of the revolutionary predecessors. Compared with the traditional didactic education, this concrete and interactive mode of communication can better touch the hearts of college students, guide them to strengthen their Marxist beliefs and ideals and beliefs of socialism with Chinese characteristics, strengthen their confidence in realizing the Chinese dream of the great rejuvenation of the Chinese nation, and consolidate their ideological foundation.

2.2 Value Shaping, Cultivating Core Values

The core socialist values carry the spiritual pursuit and value orientation of contemporary China. The spirit of red culture education is highly compatible with the core socialist values. The patriotic spirit in the red culture is reflected in the revolutionary army and people's bloody struggle to resist foreign aggression and defend their homes. The spirit of collectivism is fully demonstrated in

the practice of the army and the people's ambition and cohesion. The spirit of revolutionary dedication is condensed in the deeds of the revolutionary predecessors who have selflessly contributed to the revolutionary cause and sacrificed their lives. The new media platform provides a broad space for the dissemination of these spirits. Through the WeChat public account, video account and other carriers, the red story column is opened, and the heroic deeds are regularly pushed; by using short video platforms such as Tiktok and Kwai, the short video of red culture is created with the theme of socialist core values. Through vivid scene depiction and warm story telling, the infiltration and edification of core values on college students' daily life is realized. At the same time, the interactive characteristics of new media allow college students to participate in comments, sharing and creation, strengthen the understanding and recognition of core values in the process of practice, and achieve the goal of value shaping.

2.3 Spiritual Infiltration, Enhancing the Foundation of Humanistic Quality

The red cultural resources are not only an important carrier of the Chinese revolutionary spirit, but also carry rich historical culture and regional culture, which can provide profound spiritual edification for college students, so as to improve their humanistic quality. For example, the deep integration of revolutionary history and regional culture in Jiaodong area, the wisdom of mine warfare, the folk customs of Jiaodong people, the historical heritage of revolutionary cultural relics, etc., can broaden the cultural vision of college students. From the perspective of new media, colleges and universities create a digital cultural resource database by combining local red cultural venues, integrating revolutionary cultural relics, historical documents, heroic deeds and other resources for college students to learn. Through live broadcast, scholars of red culture and veterans of the Anti-Japanese War are invited to carry out lectures to interpret the spiritual connotation of red culture. At the same time, college students are encouraged to use new media tools to carry out creative creation of red culture, such as making red theme posters, short videos, cultural and creative products, etc., to deeply explore the connotation of red culture in the process of creation, and to enhance their own cultural aesthetics and creative ability.

2.4 Practice Empowerment, Tempering Multiple Comprehensive Ability

In the face of young college students in the new era, ideological and political education in colleges and universities should not only pay attention to ideological guidance, but also strengthen practical exercise. It is equally important to cultivate college students' practical ability and social responsibility. Red cultural resources provide rich materials for college students to participate in social practice, and new media provide favorable support for the development of practical activities. For example, by organizing college students to carry out red site research activities, the new media platform is used to record the research process and share the research results. It is necessary to call on college students to actively participate in the volunteer service activities of red culture, serve as lecturers in the Revolutionary Memorial Hall, and explain the red story through live broadcast. It is also necessary to carry out research on the social practice of red culture, collect data, communicate and discuss, and display results with the help of new media. These practical activities can not only enable college students to deeply understand the red culture, but also improve their research ability, communication ability, innovation ability, and enhance their sense of responsibility and mission.

3. THE REALISTIC DILEMMA OF INTEGRATING RED CULTURAL RESOURCES INTO IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS FROM THE PERSPECTIVE OF NEW MEDIA

3.1 Shortcomings in the Dissemination of Red Cultural Resources Through New Media

3.1.1 Serious Homogenization of Communication Content and Lack of Attractiveness

At present, in the process of using new media to spread red culture, some universities and localities have serious problems of content homogeneity. The content of communication mostly focuses on classic revolutionary stories and the introduction of red sites, and the in-depth exploration and innovative interpretation of the spiritual connotation of red culture are insufficient. The

presentation form is relatively single, mainly based on text and pictures, while short video, live broadcast, virtual experience and other interactive forms are less used, which can not meet the needs of college students for personalized and interesting content. In addition, some of the content is too serious, preaching, and out of touch with the discourse system of college students, unable to cause emotional resonance, so that its communication effect is not good.

3.1.2 Disseminated Communication Platform, and Lack of Integration Linkage

At present, the new media platforms for the dissemination of red culture are relatively scattered. Colleges and universities and red cultural venues operate public accounts, video accounts and other platforms respectively, lacking unified planning and integration linkage. The content and style of communication on different platforms are inconsistent, and it is difficult to form a joint force of communication; the lack of interactive docking between platforms and the inability to share resources lead to the dispersion of channels for college students to obtain red cultural resources and the inability to form a systematic cognition. At the same time, some platforms have insufficient operational capacity, low update frequency and poor interaction, which makes it difficult to maintain the attention of college students.

3.1.3 Insufficient Professionalism of the Communication Team and Limited Operational Level

New media communication needs compound talents with red cultural literacy, new media operation experience and creative design technology. However, at present, the team of new media communication of red culture is mostly ideological and political teachers, venue staff or administrative staff in colleges and universities, lacking systematic new media operation training, and insufficient mastery of skills such as short video editing, live broadcast planning and content creativity. At the same time, some people's research on red culture is not sufficient, and it is difficult to effectively combine cultural connotation with new media communication forms, resulting in the lack of depth and attraction of communication content and poor operation effect.

3.2 The Integration of Ideological and Political Education and Red Culture in Colleges and Universities Needing To Be Deepened

3.2.1 The Integration Degree of Red Elements in Classroom Teaching Is Low, and the Form Is Relatively Solidified and Single

Classroom teaching is the main channel of ideological and political education in colleges and universities, but in many colleges and universities, there are many problems in the integration of red cultural resources. First, the degree of integration is shallow, mostly simply mentioning red stories and playing red films, lacking systematic interpretation of cultural connotation and spiritual value, and not closely combining with the knowledge points of ideological and political courses; second, the teaching form is single, which is still dominated by teachers' teaching. In the teaching process, there is a lack of interactive communication, in-depth inquiry and emotional experience, which cannot mobilize the learning initiative of college students. Third, there is a lack of school-based curriculum, and there are few special courses for red culture, which is difficult to meet the needs of college students to learn red culture systematically.

3.2.2 The Effectiveness of the Second Classroom Red Practice Activities Needing To Be Improved, and the Role Being Limited

The second classroom is an important supplement to the ideological and political education in colleges and universities, but there are some problems in the formalization and superficiality of the red culture practice organized by some colleges and universities. The activities are mostly focused on traditional forms such as visiting red sites and offering sacrifices to revolutionary martyrs, and lack of innovative design, which is difficult to stimulate the enthusiasm of college students to participate; the lack of systematic organization of activities, the imperfect pre-planning, mid-term implementation, and post-summary feedback links make it difficult for college students to understand the profound connotation of red culture in practice. At the same time, the lack of linkage between practical activities and the first classroom can not form a closed loop

of “theory + practice” education, and the effectiveness of education is greatly reduced.

3.2.3 The Campus Red Culture Education Atmosphere Being Not Strong Enough, and the Infiltration Appeal Being Insufficient

Campus culture is an important carrier of cultural education in colleges and universities, but the red cultural atmosphere in some colleges and universities is insufficient. The construction of red cultural propaganda positions in the school lags behind, and the propaganda columns and cultural corridors are mainly based on conventional propaganda, lacking red cultural characteristics; in the campus cultural activities, the proportion of red culture theme activities is not high, and the form is single and the attraction is insufficient, so it is difficult to form a normalized and characteristic red culture atmosphere; college students' awareness and identity of red culture are not high, and their enthusiasm for actively participating in red cultural activities is insufficient.

3.3 The Multi-party Collaborative Education Mechanism Being Not Perfect Enough

3.3.1 Insufficient School-Local Coordination and Weak Resource Integration

Red cultural resources are mostly supervised by local governments and cultural venues, and the cooperation between universities and local departments is not deep enough. The contact and utilization of local red cultural resources in colleges and universities are insufficient, and there is a lack of long-term cooperation mechanism with local governments and cultural venues; the opening and sharing of local resources to colleges and universities is not enough, and the digital resources and professional explanation resources of some red venues are difficult to meet the needs of ideological and political education in colleges and universities. The lack of collaborative planning in the utilization of red cultural resources, the dissemination of new media and the development of practical activities leads to the waste of resources and the inability to form a joint force of education.

3.3.2 Lack of Home-School-Community Coordination and Incomplete Education Chain

Strengthening ideological and political education in colleges and universities requires the joint efforts of the three parties of family, school and society, but at present, the cooperative education mechanism of family, school and society has not yet been formed. The family does not pay enough attention to the red culture education, and lacks the red culture edification of the children; at the social level, the new media communication of red culture lacks systematicness. Some media, in pursuit of traffic, over-entertainment interpretation of red culture and misleading college students' cognition; there is a lack of effective communication and docking mechanism among universities, families and society, and it is impossible to form an all-round and three-dimensional education chain.

3.4 There Being Differences in College Students' Willingness to Accept Red Culture

3.4.1 Value Cognitive Bias and Lack of Motivation to Accept

Under the influence of network multiculturalism, some college students have a cognitive bias towards red culture, believing that red culture is “outdated” and “rigid”, and lack of recognition of the spiritual value of red culture. Some college students pay more attention to entertainment and utilitarian content, have low interest in red culture, and lack of motivation to actively accept red culture education.

3.4.2 The Influence of New Media Usage Habits and Lack of Information Screening Ability

The new media usage habits of college students show the characteristics of fragmentation and entertainment. They mostly obtain information through short videos and social media, and lack reading and thinking about in-depth content. At the same time, some college students' information screening ability is insufficient. In the massive network information, it is easy to be misled by information, and it is difficult to distinguish the advantages and disadvantages of red culture content, thus reducing the effect of red culture education.

4. THE PRACTICAL PATH OF RED CULTURAL RESOURCES EMPOWERING COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF NEW MEDIA

4.1 *Optimizing the New Media Communication Mode of Red Cultural Resources*

4.1.1 *Innovating the Content of Communication and Creating a Characteristic Brand*

It is necessary to deeply explore the spiritual connotation and regional characteristics of red culture and avoid homogenization of content. Taking Jiaodong red culture as an example: on the one hand, the focus should be placed on the unique elements of Jiaodong red culture, such as the spirit of mine warfare, the spirit of supporting the former and the heroic deeds of jiaodong, etc., in-depth interpretation and story presentation are carried out to create a red culture content platform with jiaodong characteristics. On the other hand, people can innovate content forms, combined with the discourse system and aesthetic needs of college students, to produce diversified content such as short videos, animation, calligraphy and painting, and transform serious red culture into vivid, interesting and acceptable content. For example, the production of "Jiaodong hero story" series of short video, it uses the form of animation to restore the heroic deeds. The introduction of "Jiaodong Red Site Check-in Online" allows college students to immersively feel the historical heritage of red sites online.

4.1.2 *Integrating the Communication Platform and Forming a Linkage Effect*

It is necessary to build an integrated new media communication matrix of "universities + local government departments + red venues", integrate platform resources of all parties, and form a joint force of communication. There is a must to jointly build a core communication platform, such as WeChat, Tik Tok, Kuaishou and other public accounts, unified planning and dissemination of content and rhythm; local governments and red venues work together to push high-quality content synchronously, so as to realize resource sharing and

information exchange. At the same time, they should optimize the operation of the platform and strengthen the interactive docking between the platforms, such as setting up red venue reservation entrances and red resource links on the WeChat public account, launching activity challenges on the short video platform, guiding college students to participate in interactive communication, and improving the depth and breadth of communication.

4.1.3 *Establishing a Professional Team and Enhancing the Level of Operation*

It is essential to cultivate a compound communication team with both red cultural literacy and new media operation ability. On the one hand, the core team of ideological and political teachers, red culture researchers and new media students is selected to carry out systematic training to improve the team's red culture interpretation ability, new media operation skills and creative design ability. On the other hand, experts in the new media industry and lecturers in red cultural venues are invited to carry out lectures and guidance, regularly organize team exchanges and discussions, summarize communication experience, and optimize communication strategies. At the same time, an incentive mechanism can be established to encourage team members to actively innovate and create high-quality communication content.

4.2 *Deepening the Integration of Ideological and Political Education and Red Culture in Colleges and Universities*

4.2.1 *Innovating Classroom Teaching and Playing the Role of the Main Channel*

There is a necessity to integrate the connotation of red culture into the ideological and political classroom, and innovate the teaching content and form. The first is to promote the development of school-based curriculum, draw lessons from the knowledge points of ideological and political curriculum, compile "red culture tutorial", set up "red culture and revolutionary spirit interpretation" elective courses, and expand the dissemination of red cultural knowledge. The second is to innovate teaching methods, adopt situational teaching, case teaching and inquiry teaching methods, and combine new media technology to integrate red stories and historical scenes into the classroom through short videos and virtual simulation

technology to enhance the interactivity and experience of teaching. The third is to carry out ideological and political courses and ideological and political teaching research, and advocate the integration of red cultural elements into the teaching of various professional teachers, such as the teaching of revolutionary history in ideological and political classrooms, and the analysis of red literary works in literature majors to achieve all-round education.

4.2.2 *Enriching the Second Classroom Form and Improving the Practical Effect*

With the support of new media, schools will innovate the form of practical activities in the second classroom and build a “theory + practice + communication” education model. The first is to carry out immersive practical activities, organize college students to conduct field research on red revolutionary sites, record the research process and share the research results through short videos, live broadcasts and other forms; schools can invite revolutionary descendants and old party members to carry out “big lecture hall” and “red story sharing meeting”, and simultaneously broadcast live through the new media platform to expand the influence of the activities. The second is to create characteristic practical brands, such as holding “red cultural and creative competition”, encouraging college students to create red theme short videos, cultural and creative products, scripts, etc.; to carry out “red narrator” training activities, let college students enter the red venues as narrators, and spread red stories through new media platforms. The third is to improve the closed-loop of practical activities, strengthen the pre-planning, mid-term guidance, and post-summary feedback, link the practical results with the achievements of ideological and political courses, and enhance the participation enthusiasm and practical effectiveness of college students.

4.2.3 *Creating a Strong Campus Red Cultural Atmosphere*

It is of great value to create a campus cultural environment with regional red cultural characteristics and realize cultural infiltration and education. First, it is to strengthen the construction of campus propaganda positions, and arrange red cultural theme content in publicity columns, cultural corridors, libraries, dormitory areas and other places, such as heroic deeds, red poems,

revolutionary cultural relics pictures, etc., and use campus radio and electronic screen to regularly play red revolutionary stories and red songs. Second, it is to combine important festivals and commemorative days, normalize red cultural activities, hold red theme parties, red film exhibitions, red book sharing meetings and other activities, and create a strong festival atmosphere. The third is to encourage college students to spontaneously organize red cultural associations, such as red culture research society, short video creation society, etc., to carry out independent and characteristic red cultural activities, and to form a campus atmosphere of “everyone participating in the dissemination of red culture”.

4.3 *Constructing a Multi-party Collaborative Education Mechanism and Uniting the Joint Efforts of Education*

4.3.1 *Deepening School-Local Coordination and Integrating Resource Advantages*

Long-term cooperation between universities and local departments and red cultural venues should be established to achieve resource sharing and complementary advantages. The first is to jointly build a red cultural education base. Colleges and universities cooperate with venues such as revolutionary memorial halls to build a base for college students' youth volunteer service and social practice, open ideological and political classrooms in red revolutionary venues, and provide professional explanations for college students. Digital resources, red lecture halls, help college ideological and political education. The second is to jointly promote the development of red cultural resources. Colleges and universities organize experts and scholars to cooperate with local governments, excavate and sort out red cultural materials, and jointly develop school-based textbooks and cultural and creative products. Enterprises participate in the development of the red cultural industry, provide internships for college students, and help the industrialization and marketization of the red culture. The third is to co-organize red cultural activities. Universities and localities jointly organize red cultural festivals, academic seminars, new media communication competitions and other activities to expand the influence of Jiaodong red culture.

4.3.2 Improving the Coordination of Home-School-Society and Building a Closed Loop of Education

A communication and docking platform for universities, families and society should be constructed to form an all-round education chain. Through channels such as parent communication and WeChat public account, colleges and universities promote the educational value of red culture to parents, guide parents to attach importance to the edification of red culture, and encourage families to organize parent-child practice of red culture ; at the social level, strengthen network supervision, standardize the dissemination of red culture, combat excessive entertainment, distort the interpretation of red culture, and create a healthy network environment; the media platform actively undertakes social responsibility, pushes high-quality red cultural content, and guides college students to establish correct cognition. The three parties work together to build an education model of "school guidance, family coordination, and social assistance".

4.4 Strengthening the Cognitive Guidance of College Students' Red Culture and Enhancing Their Willingness to Accept

4.4.1 Rectifying Cognitive Bias and Enhancing Value Identity

In view of college students' cognitive deviation of red culture, targeted guidance is carried out. Through the ideological and political classroom, theme education, red culture practice and other forms, in-depth interpretation of the era value of red culture, enhance the spiritual wealth identity of red culture with eternal vitality, and provide growth impetus for contemporary college students; combined with the struggle story of the new era, it shows the contemporary inheritance and development of red culture, so that college students can realize the close relationship between red culture and real life and enhance their value identity.

4.4.2 Improving Media Literacy and Strengthening the Ability of Information Screening

Embedding media literacy education into ideological and political education in colleges and universities can help to improve college students' information judgment ability and network cultural

literacy. Schools offer courses or lectures related to media literacy to teach college students how to screen high-quality resources of network information, encourage them to actively participate in the creation and dissemination of red cultural content, improve their understanding and cognition of red culture in practice, and enhance their immunity to misinformation.

5. CONCLUSION

Through the study of red cultural resources and ideological and political education in colleges and universities from the perspective of new media, this paper deeply explores the rich educational value of red cultural resources, and provides strong support for college students' ideological and political education from the aspects of ideological guidance, value shaping, spiritual nourishment and practical empowerment. With the continuous development of new media technology and the deepening of the reform of ideological and political education in colleges and universities, the new media network platform provides opportunities for the dissemination of red cultural resources and the innovation of ideological and political education, but it also faces practical difficulties such as communication shortcomings, lack of integration, lack of coordination, and differences in students' willingness to accept. By optimizing the new media communication system, deepening the integration of ideological and political education and red culture, constructing a multi-party collaborative education mechanism, and strengthening students' cognitive guidance, it is necessary to effectively activate the educational potential of red cultural resources, innovate ideological and political teaching methods, and improve the effectiveness of talent training. At the same time, colleges and universities, local governments, society and other parties need to form a joint force to continuously optimize the red culture education system, so that the red culture can radiate new vitality and vitality in the new media era, and provide strong support for the cultivation of new people in the era of national rejuvenation.

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