

Original Paper

Current Situation and Construction Path of Integration of Shandong Red Cultural Resources into University Campus Culture

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Abstract

Shandong red cultural resources are abundant, which are an indispensable and important cultural form in the construction of university campus culture. However, there are still deficiencies in the integration of content, methods, channels, and mechanisms between the two. This article explores paths of integration of Shandong red cultural resources into university construction of campus culture from various perspectives, including establishing and improving Shandong's Red Cultural Resource database to enrich the Connotation of Campus Culture Construction, enhancing the practicality and participation of Shandong red cultural resources to activate the main body of campus cultural construction, enriching the dissemination carriers of Shandong red cultural resources to expand the channels of campus cultural construction and establishing a comprehensive integration mechanism to stimulate the endogenous driving force of campus cultural construction.

Keywords

Red cultural resources, campus culture, integration, construction

1. Investigation of the Current Situation of Integration of Shandong Red Cultural Resources into University Campus Culture

To better understand the current situation of the exploitation and utilization of Shandong red cultural resources in the construction of university campus culture, the author of this article designed a questionnaire titled "Survey on the Current Situation of the Application of Red Cultural Resources in Universities." The questionnaire consisted of 20 questions. Firstly, it investigated university students' understanding of Shandong red cultural resources. Secondly, it was used to understand university students' access to red cultural knowledge. Thirdly, it examined the cognitive status of Shandong's red

cultural resources among university students and the current educational status in campus culture. This survey targeted young teachers and students of different grades and majors, with 500 questionnaires distributed and 486 valid questionnaires recovered, resulting in a recovery rate of 97.2%. After the completion of the questionnaire survey, relevant personnel were organized to collate and analyze the survey results, obtaining first-hand data related to the research content.

1.1 Data Collection and Collation

The survey showed that university students' understanding of Shandong red cultural resources is not yet deep enough. Approximately 5% of the students indicated a high level of understanding, 29% indicated a relatively high level of understanding, 58% indicated a general level of understanding, and 8% indicated no understanding.

The survey revealed a diversified trend in the ways university students learn about Shandong red cultural resources. Visiting red sites, learning through the internet, school education, explanations from family and friends, TV media reports, newspapers and books all accounted for a relatively balanced proportion. Among them, understanding red culture through internet multimedia accounted for 36%, through school education, newspapers, and books accounted for 34%, and visiting red sites and explanations from friends and relatives accounted for 28%. These data results are relatively consistent with the ways and methods that university students obtain information, indicating that modern media such as the internet is the main path for contemporary university students to understand red cultural resources.

The survey showed that 73% of university students believed that red culture had important substantive significance, and that it was of great help in cultivating a hardworking style and the fine tradition of thriftiness. It can inspire and motivate individuals, promoting personal growth. However, 12% of university students believed that red cultural resources was unrelated or had little relevance to them, and some even believed that understanding China's red cultural resources had no substantive significance for their future development.

The survey also showed insufficient utilization of red cultural resources in campus culture. As is well known, Shandong is rich in red cultural resources and has many red scenic areas. However, according to survey data, only 7.5% of university students regularly visit these areas. About 56% of students have occasionally visited red scenic spots, while over 30% hardly ever do. Among those who have visited, many reported that the content of red scenic areas was boring, indicating inadequate exploitation of red cultural resources in the construction of school campus culture and a lack of diversity in dissemination methods.

1.2 Data Analysis and Summary

From the survey data, it can be seen that the educational function and positive role of Shandong red cultural resources in the construction of university campus culture are becoming increasingly prominent in the new era, and the trend of integration between the two is constantly strengthening and the degree of integration is constantly deepening. However, there are still some weaknesses that affect

the further exertion of the educational value of local red culture.

2. Dilemmas in the Integration of Shandong Red Cultural Resources into University Campus Culture Construction

2.1 Insufficient Content Integration

The integration of Shandong red culture into university campus culture construction mostly remains superficial, ignoring theoretical accumulation. Firstly, the teaching content of Shandong red culture is often superficial and hollow. Teachers tend to treat red culture solely as subject knowledge to impart, and the content they present to students is relatively vacuous, neglecting students' understanding and perception of red cultural content, which makes it difficult to evoke emotional resonance. Secondly, the theme activities related to Shandong red culture often prioritize form over content, failing to capture the excitement of student participation. Ultimately, it results in these red themed activities floating on the surface and becoming superficial.

2.2 Monotonous Integration Methods

The integration of Shandong's Red Culture into university campus culture construction lacks diversity. Firstly, the utilization of Red Cultural arts is monotonous. Students are mainly exposed to theoretical red cultural resources, and have limited access to practical ones such as revolutionary sites and historical relics and so on. Secondly, the Red Cultural thematic activities conducted by universities, such as speech contests, singing red songs, and poetry speeches, etc., are repetitive and have not been innovated according to the development of the times.

2.3 Limited Integration Channels

The integration of Shandong's Red Cultural resources into university campus culture construction faces limited channels, manifesting in two aspects. Firstly, the integration is not systematic enough, resulting in a weak cultural atmosphere. There are few campus cultural activities centered on local Red Culture, and there is no relatively fixed or systematic educational and teaching activities, leading to a weak cultural atmosphere. Secondly, the neglect of promotional platforms like WeChat and Douyin, along with inadequate publicity, results in insufficient student awareness. Most universities' presentations and publicity of Shandong's Red Cultural resources remain superficial with outdated content and a lack of novelty. Publicity methods are monotonous and modern network information technology cannot be fully utilized.

2.4 Impeded Integration Mechanisms

Due to inadequate policy and financial support, universities have a weak emphasis on red culture,, leading to impeded integration mechanisms between Red Culture and campus culture. Both the government and universities lack sufficient support for the overall planning of integrating Red Culture, especially local Red Culture, into university campus culture construction. This has not formed an effective mechanism of mutual cooperation, resource sharing, and collaborative development. (Xu, 2022)

3. The Construction Path of Integrating Shandong's Red Cultural Resources into University Campus Culture

3.1 Establishing and Improving Shandong's Red Cultural Resource Database to Enrich the Connotation of Campus Culture Construction

Campus culture construction cannot be a mere formality; it must have a soul and rich connotations. Shandong's red cultural resources undoubtedly inject vitality and dynamism into the rich connotations of university campus culture. (Shi, 2016) Elements such as the "Yimeng spirit" of unity between the party and the people, the deep bond between the military and the civilians, blending of water and milk and living and dying together, the "Taishan porter spirit" of hard work, being brave to take on heavy responsibilities, never slacking off and going ahead boldly, and the spirit of sacrifice and hard struggle during the Shandong Anti-Japanese War are all essential components of the construction system of university campus culture.

To establish and improve Shandong's red cultural resource database, firstly, we must first deeply explore the material carriers of Shandong's red cultural resources. This involves integrating red sites, red memorial halls, and museums into the construction system of university campus culture. We should develop red school-based textbooks that utilize these material carriers, allowing students to experience the hard-earned revolutionary power and strengthening their patriotism. Secondly, we should vividly interpret the spiritual elements of Shandong's red cultural resources. These resources inherit the excellent traditions and national spirit of the Chinese nation, embodying the lofty ideals, firm beliefs, rich revolutionary spirit, and profound historical and cultural connotations of the Chinese Communist Party. We should promote the integration of Shandong's red culture into campuses and practical activities, innovating its expression forms in university campus culture. This can be achieved through popular short video platforms that students enjoy.

3.2 Enhancing the Practicality and participation of Shandong's Red Cultural Resources to Activate the Main Body of Campus Culture Construction

The main body of university campus culture construction is the students themselves, especially those in Shandong universities, who constantly encounter "red scenery" and feel the richness of red cultural resources. Therefore, to build a distinctive campus culture, universities must focus on the practicality and participation of Shandong's red cultural resources, enhancing young students' sense of identity towards them.

To achieve this, firstly, we should innovate teaching methods and activate learning content, making red culture come alive in the classroom. For example, adopting flipped classroom teaching mode, VR scenario reproduction teaching mode, and experiential field teaching mode (Xu, 2022) can enhance students' sense of identity towards Shandong's red culture and realize its practical utility. Secondly, we should carry out practical activities related to red culture. For instance, relying on red patriotic education bases to conduct on-site teaching allows students to personally experience the spiritual connotations embedded in red cultural resources. Conducting red-themed educational activities to

commemorate special days can deepen students' red memories and achieve spiritual elevation. Thirdly, we should create humanistic landscapes that embody the red spirit. For instance, unique statues or stone carvings can be placed in campus squares, artificial lakes, and other places, incorporating information about red culture. Young students should be encouraged to participate and innovate to integrate artistic forms such as painting, sculpture, and stone carving with modern creativity.

3.3 Enriching the Dissemination Carriers of Shandong's Red Cultural Resources to Expand the Channels of Campus Culture Construction

There are generally two channels for the construction of university campus culture: one is the main channel of classroom teaching dissemination, and the other is the second-class activities organized by school clubs. (Hu, 2007) Currently, these two channels cannot meet the modern society's requirements for universities to cultivate "talented individuals with patriotism, global vision, and professional skills" as their primary goal. Therefore, it is necessary to expand the dissemination carriers and means of Shandong's red cultural resources in universities, broadening the channels for campus culture construction.

Enriching the communication carriers of Shandong's red cultural resources involves several key steps. Firstly, we need to leverage and optimize the leading position and role of traditional media. Traditional media, represented by university newspapers and journals, still play an irreplaceable role in terms of authority, information, credibility, and deep digging and screening of content. Universities should open columns and special topics with Shandong's red cultural characteristics through their school journals, newspapers, radio stations, and promotional windows to increase the publicity. (Shi, 2016) Secondly, we should leverage new media to disseminate Shandong's red culture. Contemporary college students have become accustomed to a lifestyle where everything is accessible online. Universities can use various emerging media to accelerate the construction of red websites, red public accounts, red Micro-blogs, red short videos, etc., thereby enhancing the influence of red cultural resources on the internet. Thirdly, we should vigorously expand multiple media channels to achieve organic integration of various media resources from paper, electronic to physical formats. (Bi, 2016) This will break through the original spatial and temporal limitations of the dissemination of red culture and provide maximum convenience for young students to access red cultural resources and information.

3.4 Establishing a Comprehensive Integration Mechanism to Stimulate the Endogenous Driving Force of Campus Cultural Construction

For a school, internal culture is the most vital and long-term force. Campus culture plays an important role in cohesion internally and radiation externally. Therefore, we should focus on injecting endogenous cultural momentum into the campus, presenting a new look full of warmth and vitality, and promoting the comprehensive and healthy development of the school.

To address the current poor integration of mechanisms for Shandong's red cultural resources in the construction of university campus culture, the following countermeasures are proposed. Firstly, we should attach importance to organizational guarantees, strengthen the top-level design of integrating

Shandong's red culture into the construction of university campus culture, formulate development plans, improve basic systems, and provide organizational guarantees for effectively promoting the integration of red culture into university campus culture construction. Secondly, we should increase material guarantees. Universities should cooperate with local governments to increase material guarantees, strengthen the protection and utilization of red sites, and effectively address the concerns of integrating red culture into the construction of university campus culture. Thirdly, we should improve institutional guarantees. It is necessary to refine the task objectives, main outlines, methods, and approaches of theoretical learning, and strengthen the institutional guarantees for social practice. (Xu, 2022) Fourthly, we should form spiritual guarantees. We should promote the internalization of red genes in the heart and externalization in behavior, forming a "comprehensive" and sustainable development integration guarantee mechanism for the construction of campus culture in Shandong universities.

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