

An Analysis of Cultivation Strategies of Correct Values of College Students from the Perspective of Red Classic Stories

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Abstract: Facing with the challenge of pluralistic social trend of thought and liberalized value orientation, how to cultivate the correct values of college students is a major issue for all mankind to think seriously. The red culture is the spiritual product of the special era, the high quality carrier of people's cognition of historical facts beyond time and space, and the effective resource and cultural basis for cultivating college students' correct values. Therefore, from the perspective of red classic stories, we need to integrate the red classic stories into professional courses, community organizations, campus culture and social practice, and make them "integrated in teaching, embodied in body, embodied in environment and practiced in public", internalize them into people's spiritual pursuit and externalize them into people's conscious actions. Secondly, we need to adhere to the network education, expand the educational front, expand the channel of value education of college students. Finally, we need to create an excellent family education environment so that students can return to life courses, and gather red spirit in family life based on family life experience, so as to carry out the value education of college students.

1. Introduction

In today's era, the world has undergone earth-shaking changes, scientific information, digital technology, cultural diversity.....As a result, how to cultivate the correct values of college students has become a major issue that all mankind seriously consider. Scholars at home and abroad have different interpretations of the definition of values, and scholars of various disciplines have conducted exploration from different perspectives in this field. Halstead(1996) considers values to be universal guidance and decision-making for behaviour, a reference point for the evaluation of beliefs and actions and some principles, fundamental beliefs, ideals, standards or attitudes towards life that enable people to act accordingly^[1]. Yin Guoen(2000) believes that values refer to internal standards that people hold when they recognize and evaluate the importance of objective things and phenomena to themselves or society^[2]. Xin Zhiyong(2006) believes that values are people in the establishment of goals, means of choice, rules embodied in the concept of compliance, and are an important measurement index of social development and change and construction of cultural communication^[3]. Wang Tao (2009) believes that values are an ideological system of evaluation criteria and selection criteria for the meaning of all life practices of realistic people^[4]. The values of college students are in an important stage of formation, and they are the most easy to accept and learn all kinds of new things. Values often have two sides and diversified values orientation, which are easily affected by various factors. Therefore, from the perspective of red classics, it is very important and necessary for colleges and universities to cultivate correct values for college students.

Correct values are the soul of college students. Based on the domestic and foreign viewpoints, through literature research, it is found that the evolution of college students' values has gone through four periods: authority deconstruction and self-awakening (the first half of 1980s), transformation impulse and self-lost (from the middle of 1980s to the beginning of 1990s), self-centeredness of value orientation and practicality of value standard (the middle and late 1990s),

value pluralism and concrete reality (the middle and late 1990s)^[5]. Generally speaking, college students' values are positive and conform to the trend of social and historical development. Correct values are the foundation of human life, and correct political direction, firm ideals and beliefs and noble moral quality come from correct values. Strengthening the value education of college students and making them establish correct values is the key to achieving educational goals and cultivating high-quality and qualified talents^[6]. However, there are many factors affecting the formation of values. From the perspective of red classic stories, we should pay attention to the relevant factors affecting the formation of correct values of college students.

Table 1 Factors influencing the formation of correct values of college students

Factors influencing the formation of correct values of college students	
Macro level of school education	Construction of Spiritual Civilization in Colleges and universities (Teaching style, learning style and school style) (Liu Xianchun.1998)
	Professional Course Construction and Ideological and Political Theory Teaching (Li Yanfei.2020)
	Sing red songs, read classics, tell stories and preach proverbs (Yang Shuang.2011)
	Play the role of Ideological and Political Education of various courses (Li Haiying.2020)
Education and teaching methods	Lack of Humanities education in Universities (Gao Qing.2007)
	Unification of education channels (Jiang Dan.2014)
	Insufficient effective supply of value education content for college students (Wang Mingxin, 2021)
	Simplification of education methods (Wang Mingxin.2021)
Education and teaching media level	Red Cultural Resources (Lu Tao.2011)
	Booming Network New Media (Xu Jinzhu.2020)
Other level	National History and Traditional Culture (Liu Yunshan.2014)
	Types of universities (Shi Zhongying, 2021)
	Lifestyle, social and economic components, etc. (Ming lan.2011)
	Family culture, communication between family members, etc. (Chang pei.2016)

It is one of the bases and preconditions of studying college students and cultivating their values to clarify the factors that influence the formation of correct values of college students. Through the review of the existing literature, the factors affecting the formation of college students' correct values can be divided into four levels. From the macro level of school education, it is found that the construction of spiritual civilization in colleges and universities, "singing red songs, reading classics, telling stories and preaching proverbs", the professional course construction, ideological and political theory course teaching and professional course construction and ideological and political theory teaching have a significant impact on college students to establish correct values. In terms of specific teaching methods, it is found that the lack of humanistic education, the lack of effective supply of educational content and the simplification of educational approaches affect the students to establish correct values. From the perspective of school education and teaching media, it is found that red cultural resources and the booming network new media have a profound impact on the formation of college students' correct values. At the same time, national history, national traditional culture, university type, lifestyle, social and economic components, family culture and so on all have important influence on the formation of college students' correct values.

2. The main basis for cultivating correct values of college students from the perspective of red classic stories

The cultivation of correct values of college students from the perspective of red classic stories has important theoretical basis and practical significance. First of all, the theoretical basis of correct value education of college students from the perspective of red classics is mainly related theories of marxism, including the connotation and characteristics of "red classics". In the process of

sinicization of marxism, the Red classic story is a brand new cultural form emerged by the Communist Party of China on the basis of national culture^[7]. Bearing the spiritual value of Chinese historical development, it is the spiritual product of the special era and promotes the current consciousness of national cultural value, which has been accepted and recognized by the contemporary people. Red classic tale the connotation of condensation in the material is free from material, in the form of exhibition hall to materialized form of revolution, revolutionary relics, classic culture products, such as physical form, but also for the red spirit and time spirit and faith value form of spirit form^[8], these are the most valuable literary heritage. It is the most direct and intuitive form for people to transcend the historical facts of time and space. It is also an effective resource and cultural basis for cultivating correct values of college students.

Next, the new era of college students' value orientation has diversified values orientation, presents the characteristics of the two sides of positive and utilitarian orientation. Therefore, we need to read the red classic stories, lead the value orientation of college students, actively cultivate correct values, and to play the role of red culture in college students' values education^[9]. The two are dialectically unified. First, values are not only the soul of red culture, but also provide guidance for it. Second, red culture is the historical premise, source of vitality and natural carrier of college students' value education^[10]. Finally, in the construction of correct values for college students, red culture can guide college students to establish correct political belief, generate a sense of identity for correct values, and lay a solid cultural foundation.

Finally, for college students, red culture has been constantly influencing and edifying us. We were born on the red land and grew up under the red flag. The red culture is our "root" and "soul". The country and society are constantly advocating the education of red culture, which has been passed down from generation to generation. The national spirit, school spirit, academic spirit and family spirit have all enabled us to cultivate the correct values of college students for a long time. Red classic stories have very important values of the times, which has the values of political education, civilization inheritance, normative guidance and soul-building education., and are the natural carrier of value education.

3. Main strategies for cultivating correct values of college students from the perspective of red classic stories

Researchers have conducted in-depth research on the cultivation of college students' correct values from different perspectives such as the state, society and universities, and formed many countermeasures. For example, the state establishes a mandatory system. From the perspective of red classic stories, this paper puts forward relevant training strategies.

3.1. Red classic stories should be integrated into professional courses, community organizations, campus culture and social practice

Under the background of the new era, colleges and universities need to strengthen the value education of college students. Colleges and universities need to pay attention to "teaching big courses, telling the general trend and spreading the main road", so that the study of red classic stories can be entered into professional classes and integrated into the discourse system of the new generation of college students. In class, students can stimulate their patriotic feelings through red education and value establishment by learning red classic culture, listening to red stories and other forms^[11]. Secondly, it is necessary to persist in educating students through activities^[12] and set up a stage for value education. We can rely on The Student Union to play the role of the "right arm", and widely organize and carry out different forms of activities such as "singing, reading, telling and passing" themed by the learning of red classic stories. We can also carry out theoretical learning and volunteer service activities carried out by colleges, classes and groups. Finally, it is necessary to adhere to cultural education and enrich the carrier of college students' value education^[13]. To be specific, we can set up the red culture memorial hall of relevant schools, encourage students to set up red culture learning teams spontaneously, plan red culture activities, create a positive campus red culture atmosphere, provide good living space for college students, and imperceptible influence the

correct values of college students.

3.2. Adhere to network education, expand the educational front, and expand the channels of value education for college students

Colleges and universities are the educational places with high popularity and application rate of network, so we must adhere to network education and expand the channels of value education for college students. First of all, for the society, we need to encourage social folk cultural organizations according to their own business philosophy and unique red culture, has its own characteristics of the red website, not only for college students to provide a good living space on the net, can also be red network cultural activities actively, for college students to create a good second campus. Secondly, the university encourages the university red culture memorial hall and red culture learning teams to use new media tools to share the red classic stories, set up the red classic stories propaganda group, and create a good campus cultural environment. Finally, colleges and universities can also use chat software such as Wechat and Weibo to combine the network with practice and actively carry out daily values practice and cultivation activities.

3.3. Create a good family education environment and gather red culture in life

First of all, the ancients say: "parents are the first teachers of students", the family environment is the first learning environment of children. For college students, they may spend most of their time in school, but a good family education environment plays a positive role in cultivating the correct values of college students. Nowadays, the communication between parents and students tends to be more and more equal, so it is necessary to improve the ability of family culture education, let students return to life courses, based on family life experience, gather red spirit in family life, inherit red culture and carry out value education for college students. Secondly, the family should have a regular red culture themed activities, can be to visit the red culture education base, such as the surrounding revolutionary memorial sites, museums and former residences of revolutionary martyrs and other red attractions. This could be watching a classic red story reading program or volunteering as a family.

4. Conclusion

The value orientation of today's college students determines the value orientation of the future society. From the perspective of red classic stories, we need to integrate the red classic stories into professional courses, community organizations, campus culture and social practice. Adhere to classroom education, pay attention to the teaching link; Adhere to education activities, pay attention to practice; Persisting in cultural education, innovating education methods, internalizing the red classic stories into people's spiritual pursuit and externalizing them into people's conscious actions. We need to persist in network education, combine network with practice, make full use of new network media, and actively carry out daily values practice and cultivation activities. Taking red culture education as the starting point, we should promote values education in colleges and universities. We need to create a good family education environment, improve the ability of family culture education, let students return to life courses, based on family life experience, gather red spirit in family life, inherit red culture and carry on the value education of college students. Then lead the new era of college students to form correct values, so that they grow up to be vigorous, can shoulder the burden of the new era.

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