

STUDY ON THE PATH OF INTEGRATING ZHAOQING RED CULTURE INTO THE GREAT IDEOLOGICAL AND POLITICAL CLASSES OF LOCAL COLLEGES AND UNIVERSITIES UNDER THE PERSPECTIVE OF CULTURAL PARENTING

Wei Tang^{#*}, XuDong Guo[#], XuanTong Deng, XianShu Chen

School of Tourism and Historical Culture, Zhaoqing College, Zhaoqing 526061, Guangdong, China.

[#]Wei Tang and XuDong Guo have the same contribution to this work and they are both the first author.

Corresponding Author: Wei Tang, Email: angletw@aliyun.com

Abstract: As a precious heritage of Chinese revolutionary history, red culture contains rich educational resources and ideological connotation. The integration of red culture into the education system of "big ideological and political class" in local universities can not only enhance students' sense of historical responsibility and patriotic feelings, but also improve the effectiveness of ideological and political education. The purpose of this paper is to explore how to effectively integrate Zhaoqing red culture into the "big ideological and political class" of local universities, so as to enhance the effect of cultural education. Through literature research, fieldwork and interviews, this paper analyzes the uniqueness of Zhaoqing's red culture and its educational value, and puts forward a red culture integration path and implementation strategy suitable for local universities. It is found that by optimizing curriculum design, innovating teaching methods, strengthening teacher training, expanding educational platforms and enhancing collaborative cooperation, the effectiveness of red culture education can be effectively improved and the ideological and political literacy of students can be enhanced.

Keywords: Cultural education; Zhaoqing red culture; Big ideology course; Educational paths

1 INTRODUCTION

The 46th UNESCO World Heritage General Assembly in New Delhi, India, adopted resolutions to include "The Beijing Axis - Masterpiece of the Ideal Capital Order in China" and "Badanjilin Desert -Sha Shan Lake Complex" and "Migratory Bird Habitat in the Yellow (Bohai) Sea of China (Phase II)" on the World Heritage List. The total number of China's World Heritage Sites has reached 59, ranking among the top in the world. China emphasized that we should take the success of the inscription as an opportunity to further strengthen the holistic and systematic protection of cultural and natural heritage, effectively improve the capacity and level of heritage protection, and safeguard the cultural treasures and natural treasures of the Chinese nation. It is necessary to continuously strengthen the inheritance and utilization of cultural and natural heritage, so that it can be revitalized and blossom in the new era, and better meet the people's needs for a better life. We should strengthen international exchanges and cooperation in the field of cultural and natural heritage, and make new and greater contributions to the practice of global civilization initiatives and the promotion of the building of a community of human destiny with practical actions[1].

As socialism with Chinese characteristics enters a new era, cultural education has gradually become an important content of ideological and political education in colleges and universities[2]. Red culture, as an important part of the excellent traditional Chinese culture, has special educational significance in the new era. Zhaoqing is the birthplace of Guangfu culture and Cantonese language, has been the center of rectification, economy and culture of Lingnan region for many times in history, and is also one of the earliest intersections of Central Plains culture and Lingnan culture, and Western culture and traditional Chinese culture, and has rich red cultural resources. How to effectively integrate the red culture of Zhaoqing into the "big ideological and political class" of local universities is an important topic that needs to be studied in the field of ideological and political education. Cultural education is not only the teaching of knowledge, but also the cultivation of cultural literacy and values. Red culture has a unique position and role in ideological and political education, and its rich history and revolutionary spirit can inspire students' patriotic enthusiasm and sense of social responsibility[3]. Therefore, an in-depth study of the educational value and implementation path of Zhaoqing red culture is of great significance for improving the quality of ideological and political education in local universities. By the end of 2023, Zhaoqing has 6 national key cultural relics protection units, 41 provincial cultural relics protection units, 220 municipal and county cultural relics protection units; 3 representative items of national intangible cultural heritage, 24 representative items of provincial intangible cultural heritage, and 51 representative items of municipal intangible cultural heritage. Zhaoqing has various types of red cultural resources and it can be seen in the table 1 below.

Table 1 Red Cultural Resources in Zhaoqing

| taxonomy | name | position | value of the Civic and Political Parenting |
|----------|------|----------|--|
|----------|------|----------|--|

| | | | |
|---------------|-----------------------|----------|---|
| | Plum Nunnery | Duanzhou | Aesthetic, Historical, Scientific, and Artistic Values |
| | Deqing Academy | Deqing | The oldest Confucius Temple in the South |
| national | Yuecheng Longmu | Deqing | deep culture of architecture and praying |
| flagship | Ancestral Temple | | |
| point of | ZhaoqingAncient City | Duanzhou | Millennium "Zhaoqing Prefecture" city lineage |
| reference | Wall | | |
| | Seven-Star-Rock Cliff | Duanzhou | the highest quality stone carving group in the South |
| | Carving | | |
| | YeTing'sIndependent | Duanzhou | Inheriting the Red Gene of the Iron Army |
| | Regiment (military) | | |
| national | Duanxi stonemade | Duanzhou | Craftsmanship, artistic value and humanistic value |
| nonlegacy | Yuecheng Dragon | Deqing | cultural identity, religious folklore, historical value |
| project | Mother's Birthday | | |
| | Gao Yao Chun She | Gao Yao | cultural inheritance, family and national identity |
| Revolutionary | Shigang Battery | Duanzhou | Military history, national cohesion |
| Sites in | Reading River Tower | Duanzhou | history and refining character |
| Guangdong | Li Qiao tower | Duanzhou | mission and rejuvenate the nation |
| Provinc | Gao Yao Academy | Duanzhou | spirit of the Iron Army |
| | Xijiang Committee | Duanzhou | history and national education |
| Zhaoqing | Revolutionary martyr | Gao Yao | honoring ancestors and heroes |
| Patriotic | YeTing Regiment | Gao Yao | Red and Revolutionary Tradition |
| Education | Shapu Monument | Dinghu | Patriotism, socialist core values |
| Base | Shapu Station | Dinghu | Patriotic and Defense Education |

2 THEORETICAL BASIS OF CULTURAL EDUCATION AND RED CULTURE

2.1 Concepts and Responses to Cultural Nurturing

Cultural education refers to the enhancement of people's ideological and moral qualities and the promotion of their comprehensive development through cultural inheritance and innovation[4]. It emphasizes the core position of culture in education, and believes that culture is not only a carrier of knowledge, but also a source of values and behavioral norms. The goal of cultural education is to cultivate new-age youth with cultural confidence, moral cultivation and a sense of social responsibility. Cultural education covers a variety of aspects, including the teaching of cultural knowledge, participation in cultural activities and the realization of cultural spirit. Through cultural nurturing, students can enhance their cultural identity, improve their cultural literacy and establish correct values and outlook on life through rich cultural experiences. For example, by participating in activities such as celebrating traditional festivals, reading classic literary works and attending cultural lectures, students are able to receive cultural inculcation in a subtle manner. Cultural education also emphasizes the interactive relationship between education and culture. Education not only teaches culture, but also constantly innovates and enriches cultural connotations in the process of teaching. Through educational activities, students are able to gain a deep understanding of the historical origins and development of culture, so that they can better pass on and carry forward outstanding cultural traditions in contemporary society.

Cultural nurturing can be realized in three ways: through cultural curricula, participation in cultural activities, and the creation of a cultural environment: rich cultural courses, such as history, literature, and art, are offered in school curricula, so that students can systematically learn and understand the connotations and essence of culture. Encourage students to participate in various cultural activities, such as drama performances, concerts, art exhibitions, etc., to enhance their perception and understanding of culture through personal experience and participation. Create a strong cultural atmosphere on campus, such as setting up cultural corners and building cultural corridors, so that students can feel the culture in their daily lives at any time and anywhere.

2.2 Concept and Characteristics of Red Culture

Red culture is an advanced culture with Chinese characteristics formed in the course of revolution, construction and reform[5]. It takes Marxism as its guiding ideology, contains the core values of patriotism, collectivism and socialism,

and is a valuable spiritual wealth of the Chinese people. Red culture has a distinctive epochal, regional and inherited nature. The main characteristics of red culture include revolutionary, advanced and mass. The revolutionary nature is reflected in the struggles and sacrifices in the process of its formation, the advanced nature is reflected in its guiding ideology and values, and the mass nature is reflected in its close connection with the people. Red culture was born in the era of China's revolutionary war, and is the cultural crystallization of the victory achieved by people through arduous struggle. It embodies the spirit of selfless dedication and heroic struggle of the revolutionary martyrs. Through red culture education, students can understand the revolutionary history, feel the great spirit of the revolutionary martyrs, and enhance their patriotic sentiment and national pride. Red culture takes Marxism as its theoretical foundation, advocates socialist core values, and has the advanced nature of leading social progress and development. It emphasizes fairness and justice, solidarity and cooperation, and common prosperity, and has a powerful thought-leading effect. Through red culture education, students can establish correct values and outlook on life, and enhance their sense of social responsibility and historical mission. Red culture is rooted in the life and struggle practice of the masses of people and is the crystallization of their wisdom. It is spread in an easy-to-understand form and has a broad mass base and deep social influence. Through red culture education, students can understand the struggle of the people, feel the wisdom and power of the people, and enhance their concept of the masses and sense of service. The inheritance methods of red culture include three aspects: field trips, literary and artistic works, and theme education. Students are organized to visit red sites and memorial halls, etc. Through field trips, students can have a more intuitive understanding of revolutionary history and revolutionary spirit. Through watching red film and television dramas and reading red literary works, etc., students can feel the power of red culture under the influence of art. Carry out lectures and presentations on red themes, etc., so that students can have a deeper understanding of the connotation and value of red culture through the explanations of experts.

2.3 Uniqueness and Educational Value of Zhaoqing Red Culture

Zhaoqing is rich in red cultural resources, such as the former sites of the CPC Xijiang Special Committee and transportation, and the former site of the command of the Ye Ting Independent Regiment. These red cultural sites not only record the heroic deeds of the revolutionary martyrs, but also embody the indomitable spirit of struggle and resilience of the Chinese nation, which is of great educational significance to contemporary college students. The uniqueness of Zhaoqing red culture lies in its distinctive local characteristics and rich historical deposits. Zhaoqing red culture has strong local colors, such as unique stories of revolutionary struggle and important revolutionary sites. Through the in-depth excavation of these local characteristics, the red culture education can be made more vivid and specific and close to the reality. Zhaoqing has witnessed the important activities of many revolutionary martyrs, and through studying and inspecting these historical sites, students can understand the revolutionary history more concretely. The red culture of Zhaoqing contains rich historical connotations, such as the heroic deeds of revolutionary martyrs and the glorious course of revolutionary struggle. Through an in-depth understanding of these historical deposits, students can gain a deeper understanding of the great course of the Chinese Revolution and the lofty value of the revolutionary spirit.

The educational value of Zhaoqing red culture lies in its ability to stimulate students' patriotic passion and social responsibility, and to cultivate their sense of historical mission and spirit of commitment. Through studying the red culture of Zhaoqing, students can deeply feel the selfless dedication of the revolutionary martyrs, so as to inspire them to inherit and carry forward the revolutionary spirit in the struggle of the new era. In addition, the educational value of Zhaoqing red culture also lies in its ability to promote students' identification with local history and culture and enhance their cultural self-confidence. Through the in-depth study of local red culture, students can recognize the unique charm of their own regional culture with greater pride, thus enhancing their sense of identity and belonging to Chinese culture. Through the study of the revolutionary history of Zhaoqing, students can better understand the important position and role of Zhaoqing in the Chinese Revolution, thus enhancing their sense of local pride and cultural identity[6]. Cultural education and red culture have an important theoretical basis and practical value in ideological and political education in colleges and universities. Through in-depth research and excavation of red cultural resources in Zhaoqing, it can effectively enhance the educational effect of "big ideological and political education" in local universities and promote the overall development and growth of students.

3 THE NECESSITY OF INTEGRATING ZHAOQING RED CULTURE INTO THE "BIG IDEOLOGICAL AND CULTURAL COURSE"

There is an important necessity to integrate Zhaoqing red culture into "big ideology and culture course". It can not only improve students' ideological and political literacy, enrich the teaching content of the "big ideological and cultural class", promote local red culture, but also enhance the characteristics and competitiveness of local universities. Through this educational path, it can realize the organic combination of cultural education and ideological and political education, and cultivate high-quality talents with cultural self-confidence, moral cultivation and social responsibility for the new era.

3.1 The Need to Enhance the Ideological and Political Literacy of Students

Under the background of globalization and informatization, college students are facing a complex and changing social environment, and their ideological concepts and value orientations are diversified[7]. By integrating the red culture of Zhaoqing into the "Great Ideology and Culture Class", it can help students establish a correct worldview, outlook on life and values, and enhance their ideological and political literacy. Red culture, with its rich historical connotation and revolutionary spirit, can effectively guide students to form correct values and resist the attack of undesirable trends. Through studying the red culture of Zhaoqing, students can have a deeper understanding of the history of the Chinese revolution and the achievements of socialist construction, so as to strengthen their faith and belief in socialism with Chinese characteristics. By studying the revolutionary heroes in Zhaoqing Red Culture, students can feel the great sacrifices and contributions made by the revolutionary martyrs for the independence of the nation and the liberation of the people, thus stimulating their patriotic feelings and sense of social responsibility. As an important part of local culture, Zhaoqing red culture can provide students with a sense of closeness and identity, so that they can receive ideological and political education in a familiar cultural background. This kind of education is closer to the actual life of students, and is more likely to cause them to resonate and think.

3.2 The Need to Enrich the Teaching Content of the "Great Civic and Political Science Course"

As an important platform for ideological and political education in colleges and universities, the teaching content of the "Great Ideological and Political Class" should not only cover the basic theory of Marxism and the achievements of China's socialist construction, but also make full use of the local red cultural resources to enhance the effectiveness and attractiveness of the teaching[8]. The red culture of Zhaoqing, as a local characteristic culture, can enrich the teaching content of "Great Ideological and Political Education" and enhance students' interest in learning. By integrating the red culture of Zhaoqing into the "big ideological and political class", the teaching content can be closer to the students' life and reality, and more vivid and vivid. Specific examples and vivid stories of red culture can enhance the attractiveness of the classroom, so that students can receive ideological and political education in a relaxed and pleasant atmosphere. By telling the stories of revolutionary struggles in Zhaoqing, students can understand the revolutionary history and revolutionary spirit more intuitively, so as to deepen their understanding and recognition of the content of ideological and political education. The integration of Zhaoqing's red culture can also make the "Great Ideological and Political Class" more diversified and three-dimensional. Carrying out field trips, visiting red sites, watching red movie and television works and other forms of teaching activities can make students feel and experience the red culture in practice, thus enhancing the effectiveness and infectious force of education.

3.3 The Need to Promote Local Red Culture

Red culture is an important part of the excellent traditional Chinese culture, and its inheritance and promotion are of great significance to the enhancement of national self-confidence and cohesion[9]. By integrating the red culture of Zhaoqing into the "big ideological and political class", not only can it promote the local red culture, but also can promote the deep integration of local culture and college education. Promoting red culture is not only the respect and inheritance of history, but also the responsibility and bearing of contemporary society. Red culture education can enhance students' sense of historical responsibility and social mission, so that they can inherit and carry forward the revolutionary spirit in the struggle of the new era and contribute to the realization of the great rejuvenation of the Chinese nation. By learning the revolutionary spirit and struggle in Zhaoqing red culture, students can be inspired to overcome difficulties and make positive progress in their study and life, so as to cultivate their resilience and spirit of struggle. By integrating the red culture of Zhaoqing into the "big ideology and culture course", the cultural influence and social reputation of local universities can also be enhanced. As important transmitters and inheritors of local culture, local universities have important social responsibilities and historical missions. By promoting the red culture of Zhaoqing, it can enhance the cultural influence and sense of identity of local universities in the society, and further promote the inheritance and development of local culture.

3.4 The Need to Enhance the Characteristics of Local Universities and Colleges

Local colleges and universities in Zhaoqing should make full use of local red cultural resources to form an ideological and political education system with its own characteristics. As a local characteristic culture, Zhaoqing red culture can become an important content and highlight of ideological and political education in local universities, and enhance the characteristics and competitiveness of local universities. Integrating Zhaoqing red culture into the "big ideological and political course" can make the ideological and political education of local colleges and universities have more local characteristics and practical significance. Offering special courses on Zhaoqing red culture can make students understand the local revolutionary history and the connotation of red culture, so as to enhance their sense of identity and sense of belonging to the local colleges and universities. By organizing students to participate in red culture practice activities, it can make them feel and experience the local red culture in practice, so as to enhance their learning interest and educational effect. The running characteristics of local colleges and universities are not only reflected in subject settings and scientific research achievements, but also in the content and form of ideological and political education[10]. By integrating the red culture of Zhaoqing into the "Great Ideological and Political Class", the ideological and political education of local universities can be more characterized by regional and contemporary features, thus enhancing their running characteristics and core competitiveness.

4 THE PATH AND IMPLEMENTATION STRATEGY OF INTEGRATING ZHAOQING RED CULTURE INTO "BIG IDEOLOGICAL AND POLITICAL COURSES"

Integrating the red culture of Zhaoqing into the "big ideological and political class" requires various paths and implementation strategies, such as optimizing curriculum design, innovating teaching methods, strengthening teacher training, expanding educational platforms and strengthening collaborative cooperation. Through these measures, the effectiveness and attractiveness of red culture education can be effectively enhanced to cultivate high-quality talents of the new era with cultural self-confidence, moral cultivation and sense of social responsibility.

4.1 Optimizing Curriculum Design and Strengthening Red Cultural Content

In order to effectively integrate the red culture of Zhaoqing into the "Great Ideological and Political Science Course", the first step is to optimize the design of the courses and strengthen the content of the red culture. In the ideological and political education courses, specialty-related courses and general education courses, special courses on red culture are set up, in-depth excavation and explanation of the historical background, important events and revolutionary spirit of Zhaoqing's red culture. Increase the content related to Zhaoqing red culture, make red culture an important part of the curriculum, and introduce in detail the history of revolutionary struggle in Zhaoqing area. Prepare and publish teaching materials and reading books related to Zhaoqing red culture to provide teachers and students with systematic learning materials. At the same time, multimedia technology is utilized to produce rich and diverse teaching resources, such as video, audio and graphic materials, to enhance the vividness and attractiveness of the courses.

4.2 Innovative Teaching Methods to Enhance the Effect of Red Culture Education

Innovative teaching methods are an important way to enhance the effect of red culture education, through diversified teaching methods, students' learning interest and participation can be enhanced. Teaching through vivid and specific cases of red culture makes students understand the connotation of red culture more intuitively. Tell the heroic deeds of revolutionary martyrs in Zhaoqing area, show their heroic struggle and selfless dedication, so that students can feel the great power of revolutionary spirit. Adopt interactive teaching methods such as discussion, debate and role-playing to enhance students' sense of participation and experience. Organize students to discuss the historical significance and practical value of Zhaoqing's red culture in groups, and carry out revolutionary history situational drama performances, so that students can deepen their understanding of red culture in interaction. Organize students to visit red sites, memorial halls, etc. to enhance their perceptual understanding of red culture through field trips. Organize students to visit revolutionary sites such as the former site of the CPC Xijiang Special Committee and Transportation and the former site of the command headquarters of the Ye Ting Independent Regiment, etc. Through on-site explanations and experiential activities, students can immerse themselves in the revolutionary history and the revolutionary spirit.

4.3 Strengthening Teacher Training and Improving Teachers' Literacy in Red Culture

Teachers are the main force of ideological and political education, and improving teachers' red cultural literacy is the key to ensuring teaching quality. Teachers are regularly organized to participate in special training on red culture, and experts in red culture research and descendants of revolutionary martyrs are invited to give lectures and exchanges, so as to enhance teachers' understanding and awareness of red culture. Cooperate with local history research departments to carry out lectures and seminars on the topic of red culture, so as to improve the professional level of teachers. Encourage teachers to go deep into the red cultural sites and memorial halls and conduct field trips and research to improve their perceptual understanding and practical experience of red culture. Organize teachers to visit revolutionary sites in the Zhaoqing area and carry out on-site teaching and research activities to enhance their practical teaching ability. Encourage teachers to carry out academic research on red culture, write and publish related papers and works, and enhance their academic level and influence. Set up a special fund for red culture research to support teachers to carry out in-depth research on red culture and promote the innovation and development of red culture theory.

4.4 Expanding the Educational Media Platform and Enriching the Forms of Red Culture Education

Utilizing diverse educational integrated media platforms and forms can expand the coverage and influence of red culture education. Build and improve red culture education websites and WeChat public numbers, and release articles, videos and audio materials related to red culture to facilitate students' learning anytime and anywhere. Open a red culture column on the school website and WeChat public number, and regularly publish red culture stories and revolutionary spirit interpretation articles to attract students' attention and learning. Carry out colorful campus red culture activities, such as red culture knowledge contests, chorus contests of revolutionary songs, red film and television viewing activities, etc., to enhance students' cultural identity and sense of participation. Organize red culture knowledge contests in schools, and encourage students to deepen their understanding and memory of red culture through the form of contests. Organize students to participate in social red culture practice activities, such as volunteer service, social investigation and public welfare propaganda, etc., to enhance students' sense of social responsibility and practical ability. Organize students to carry out volunteer service activities around red cultural sites, communicate and interact with local people, and experience the practical significance and social value of red culture.

4.5 Strengthening Synergies and Cooperation to Promote the Sustainable Development of Red culture education

Promoting the sustainable development of red culture education requires synergistic cooperation among many parties to build a favorable educational environment. Strengthen the cooperation between local universities and the local China of Zhaoqing, history research departments and red culture museums to jointly promote the development and utilization of red culture education resources. They can cooperate with the Zhaoqing China and history research departments to jointly write and publish Zhaoqing red culture teaching materials and promote the sharing and interoperability of red culture education resources. Cooperate with enterprises to develop red cultural education products and programs and expand the social influence of red cultural education. Cooperate with local enterprises to develop red culture education tourism routes to attract more students and the public to participate in red culture education. Strengthen the cooperation between local colleges and universities, exchange and share the experience and achievements of red culture education, and promote the common development of red culture education. Forums on red culture education can be jointly organized with other local colleges and universities to share the educational experiences and innovative practices of each school, and jointly enhance the level of red culture education.

5 CONCLUSION

Under the perspective of cultural education, the integration of Zhaoqing red culture into the "big ideological and political class" of local colleges and universities is of great value and significance. It can enhance students' cultural self-confidence and national pride, improve ideological and moral literacy and values, promote the deep integration of local culture and education, and promote the inheritance and innovation of red culture. This integration not only enriches the content and form of ideological and political education, but also provides strong support for the cultivation of high-quality talents with cultural self-confidence and social responsibility in the new era.

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