

# Decoding the Red Genes in Bashu: Research on the Sichuan Mechanism and Path for Cultivating College Students' Sense of the Chinese National Community

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**Abstract:** This paper systematically studies the value, mechanism, and practical path of Sichuan red culture in cultivating college students' sense of the Chinese national community, with the core goal of forging a strong sense of the Chinese national community, and leverages the unique resource endowment of Sichuan red culture. The study finds that Sichuan red culture has a high degree of internal consistency with the sense of the Chinese national community, and can effectively cultivate college students' sense of the community through four coordinated mechanisms: value guidance, emotional resonance, practical experience and innovative communication. At present, the cultivation work is faced with practical difficulties such as the impact of multiculturalism, insufficient development of red resources, inadequate educational integration and single communication methods. To this end, combined with the direction of in-depth research, this paper puts forward optimization strategies from four dimensions: top-level design, resource transformation, educational model and communication method, and clarifies the key directions for subsequent research, so as to provide theoretical support and practical reference for colleges and universities to use local red culture to cultivate college students' sense of the Chinese national community.

**Keywords:** Sichuan red culture; college students; sense of the Chinese national community; cultivation mechanism; practical path

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## 1. Introduction and Interpretation of Core

### 1.1. Concepts

Forging a strong sense of the Chinese national community is a core task of ideological and political education in colleges and universities in the new era, and it also provides an important foundation for promoting social cohesion and national development. As the backbone of the nation's future, college students' national identity, sense of unity, and community awareness are directly related to the stability and sustainable development of the Chinese nation. As a major province with rich historical and cultural resources, Sichuan preserves numerous red heritage sites, such as Long March sites, former locations of the Sichuan-Shaanxi Soviet Area, Third Front Construction bases, and earthquake relief memorials. These resources carry the historical memories of people from all ethnic groups in Sichuan who worked together to overcome difficulties during revolutionary and construction periods, embodying profound traditions of social unity, and serve as high-quality materials and important carriers for cultivating college students' sense of the Chinese national community [1].

Currently, the collision of multiculturalism in the context of globalization, combined with the infiltration of harmful online ideologies, has significantly impacted college students' values. Some college students have a weakened understanding of red culture

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and an inadequate understanding of the sense of the Chinese national community, and their value identity presents a fragmented feature. In this context, how to deeply explore the contemporary value of Sichuan red culture, explore the path of in-depth integration between it and the cultivation of college students' sense of the Chinese national community, and solve the practical problems in the cultivation work have become important issues that urgently need to be solved in the ideological and political education of colleges and universities. Based on the regional characteristics of Sichuan and the actual situation of education in colleges and universities, combined with the direction of in-depth follow-up research, this paper carries out systematic research, which not only has important theoretical innovation value, but also can provide operable guidance for the practical education work of colleges and universities [2].

### *1.2. Connotation and Internal Relationship of Core Concepts*

Sichuan red culture encompasses the material and spiritual wealth developed over time by the people of all ethnic groups in Sichuan during the revolutionary, construction, and reform periods. It covers three core carriers: red sites, revolutionary cultural relics, and red spirits (Long March spirit, earthquake relief spirit, Third Front Construction spirit, etc.), and exhibits three distinct characteristics: national integration, historical continuity, and practical orientation. Among them, national integration is its most prominent feature. The history of all ethnic groups supporting the Red Army and resisting foreign aggression during the Long March passing through Sichuan, as well as the collaborative efforts of people from different ethnic groups during earthquake relief, highlight the profound heritage of national unity [3].

The core of the Chinese national community sense is to guide all ethnic groups to develop a high degree of identification with the great motherland, the Chinese nation, Chinese culture, and socialist values with Chinese characteristics. It serves as a spiritual bond that unites the forces of all ethnic groups and safeguards national unity. Its essence lies in strengthening the community concept of "shared future, shared weal and woe, shared life and death." Cultivating college students' sense of the Chinese national community essentially involves guiding them to establish correct views on the country, nation, and culture, enhancing their sense of national belonging and social responsibility, consciously integrating their personal development into the overall situation of national rejuvenation, and actively contributing to the safeguarding of national unity.

Sichuan red culture and the sense of the Chinese national community have an inseparable internal relationship. Their core values are highly consistent, both emphasizing patriotism, unity, struggle, and dedication, reflecting the spiritual pursuit of the Chinese nation. Their historical logic is highly unified: Sichuan red culture records the process in which people of all ethnic groups in the region jointly resisted foreign aggression, rebuilt their communities, and achieved development, serving as a vivid witness to the formation and development of the Chinese national community. Their practical orientation is also highly aligned. As a tangible and experiential educational resource, Sichuan red culture can transform the abstract sense of community into specific spiritual nourishment, while the cultivation of the sense of the Chinese national community gives the inheritance and development of Sichuan red culture new connotations and missions in the contemporary era [4].

## **2. Cultivation Mechanism and Practical Challenges**

### *2.1. Core Cultivation Mechanisms*

The cultivation of college students' sense of the Chinese national community by Sichuan red culture is not a one-dimensional dissemination and indoctrination, but a coordinated effort and organic integration through four mechanisms, forming a comprehensive and multi-level educational system, and realizing a closed-loop education

of "ideological guidance - emotional resonance - practical transformation - extensive communication".

#### 2.1.1. Value Guidance Mechanism

Value guidance serves as the core foundation of the cultivation process. The patriotic sentiment, spirit of unity, and dedication embedded in Sichuan red culture correspond closely to the critical period of college students' value formation. They help students gain a deeper understanding of the core essence of the Chinese national community, foster identification with Chinese culture and civic values, and encourage the rejection of misguided national prejudices and fragmented value orientations. In this way, a solid ideological foundation is established for the development of college students' sense of the Chinese national community [5].

#### 2.1.2. Emotional Resonance Mechanism

Emotional resonance is an important link in the cultivation work. By excavating the national unity stories in Sichuan red culture and displaying the national mutual assistance relics in red sites, college students can intuitively feel the family and country feelings of revolutionary predecessors and the profound friendship of people of all ethnic groups working together, stimulate college students' patriotic feelings, national pride and community feelings, deepen their identification with the Chinese national community at the emotional level, and achieve the educational effect of "educating people with emotion and cultivating people with culture" [6].

#### 2.1.3. Practical Experience Mechanism

Practical experience is the key path of the cultivation work. Organizing college students to carry out research practice in Sichuan red bases, participate in red voluntary services and inherit red culture, so that college students can perceive the red spirit and understand the importance of national unity through personal experience, transform the abstract sense of the community into specific actions to safeguard national unity and inherit red genes, and realize the organic unity of "cognition - emotion - action" [3].

#### 2.1.4. Innovative Communication Mechanism

Innovative communication is a critical component of the cultivation work. Combined with the cognitive characteristics and acceptance habits of college students, we use innovative methods such as short videos, VR technology and campus cultural activities to carry out younger and more concrete dissemination of Sichuan red culture, break the time and space limitations of traditional communication, expand the cultivation space, enhance the attractiveness and appeal of Sichuan red culture, and let the sense of the community infiltrate people's hearts imperceptibly [7].

### 2.2. Main Practical Challenges

Although Sichuan red culture has unique advantages in cultivating college students' sense of the Chinese national community, combined with the current research and practice situation, the cultivation work still faces many practical challenges, which restrict the full play of the educational effect and point out the direction for subsequent research.

First, the impact of multiculturalism is intensifying, and value identity is facing difficulties. The infiltration of Western bad ideologies and fragmented online information has led some college students to have a weakened understanding of red culture and an inadequate understanding of the sense of the Chinese national community. Some college students have vague national identity and diverse value orientations, making it difficult to form a stable community value identity [8].

Second, the development of red resources is insufficient, and the excavation of characteristics is inadequate. At present, the excavation of Sichuan red resources is mostly

superficial, focusing on revolutionary historical narration, and the unique value and contemporary connotation of Sichuan red resources in promoting the exchange and integration of all ethnic groups and safeguarding national unity are not deeply excavated. The intensity of resource integration is insufficient, and the transformation form is relatively single, mostly based on visits and explanations, which is difficult to meet the cognitive and experiential needs of college students, and the educational efficiency of resources has not been fully exerted [8].

Third, the integration of education is not in-depth, and the pattern of coordinated education has not been formed. The work of red culture and the cultivation of college students' sense of the Chinese national community is mainly carried out in ideological and political courses, and the integration with professional education, general education and campus cultural construction is not close; the coordinated education mechanism of colleges and universities, government, society and family is not perfect, and the red cultural literacy and educational ability of the teaching staff need to be improved, so that a comprehensive and integrated cultivation pattern has not been formed [9].

Fourth, the research methods and communication methods are single, and the accuracy of education is insufficient. At present, most of the relevant researches are based on traditional literature research and logical speculation, lacking the application of new technical means such as big data analysis and artificial intelligence, which makes it difficult to accurately grasp the cognitive characteristics and demand differences of college students, resulting in poor pertinence of the cultivation work; the dissemination of red culture still relies on traditional methods, the innovation and interactivity of new media dissemination are insufficient, and the content presentation is relatively boring, which is difficult to arouse the resonance of college students [10].

### 3. Practical Strategies for Optimizing Cultivation

In view of the practical challenges faced by the current cultivation work, combined with the direction of in-depth follow-up research, this paper puts forward targeted optimization strategies from four dimensions: top-level design, resource transformation, educational model and communication method, so as to promote the efficient application of Sichuan red culture in cultivating college students' sense of the Chinese national community and build a virtuous cycle of "theoretical research - practical application - achievement transformation".

#### 3.1. Strengthen Top-level Design and Improve the Coordinated Cultivation System

Based on the actual situation of Sichuan, led by the education department, we will formulate a special plan for Sichuan red culture education in conjunction with colleges and universities, local governments and red cultural bases, clarifying the cultivation goals, key tasks and implementation paths. Establish a coordinated education mechanism among departments, colleges and universities and local governments, integrate red resources, educational resources and social resources in the province, and promote the institutionalization and normalization of the cultivation work; strengthen the construction of the teaching staff, carry out training related to red culture and community awareness cultivation, and improve the educational ability of teachers; improve the assessment and evaluation mechanism, include the cultivation work into the ideological and political education assessment system of colleges and universities, and force the implementation of the cultivation work [4]. At the same time, relying on the Sichuan Research Base for Forging a Strong Sense of the Chinese National Community of Xihua University, build a research and exchange platform to promote the sharing and transformation of research results.

### *3.2. Deepen Resource Excavation and Highlight the Characteristics of National Unity*

Focus on the historical context of the exchange and integration of all ethnic groups in Sichuan red culture, deeply excavate its unique value and contemporary connotation in safeguarding national unity and promoting national integration, sort out the relevant red stories, historical relics and spiritual materials, and compile targeted educational textbooks and readers [11]. Promote the dynamic transformation of red resources by developing diversified products such as immersive experiences, virtual research courses, and red situational dramas, to create a red educational brand with Sichuan ethnic characteristics. Strengthen the integration of red resources, connect red sites in various ethnic areas, and create a research route centered on national unity, allowing college students to experience the history of different ethnic groups working together in the research [12].

### *3.3. Innovate the Educational Model and Promote In-depth Integrated Education*

Break the single educational model of ideological and political courses, integrate Sichuan red culture and community awareness cultivation into the whole process of professional education, general education and campus cultural construction, and offer special elective courses such as "Sichuan Red Culture and National Unity" to realize the coordinated development of "curriculum-based ideological and political education" and "ideological and political courses" [13]. Expand the scale of red research practice, establish a long-term cooperation mechanism between colleges and universities and red bases and ethnic areas, organize college students to carry out practical research and voluntary services in ethnic areas, and deepen their understanding of the sense of the community in practice; innovate teaching methods, introduce case teaching, situational simulation, group discussion and other methods to enhance the pertinence and effectiveness of education.

### *3.4. Optimize Research and Communication to Improve the Accuracy of Education*

Innovate research methods, combine new technical means such as big data analysis and artificial intelligence to accurately analyze the cognitive status, demand differences of college students on Sichuan red culture and the sense of the community, and provide scientific support for the cultivation work [14]. Optimize the communication method, build a new media communication platform, create younger content close to college students such as short videos, cartoons and official account tweets, and enhance the interactivity and appeal of communication; encourage college students to set up red cultural associations, and independently participate in the learning, communication and creation of red culture, so as to realize the educational model of "student-oriented and teacher-guided" and improve the attractiveness and participation of the cultivation work.

## **4. Conclusions and Prospects**

### *4.1. Research Conclusions*

Through systematic research, this paper finds that Sichuan red culture, as a valuable resource for cultivating college students' sense of the Chinese national community, has an irreplaceable educational value. Through four coordinated mechanisms of value guidance, emotional resonance, practical experience and innovative communication, it can effectively guide college students to establish correct views on the country and nation, and deepen their identification with the Chinese national community. At present, the work of empowering college students' sense of the Chinese national community with Sichuan red culture is faced with practical challenges such as the impact of multiculturalism, insufficient development of red resources, inadequate integration of education, and single research and communication methods, which restrict the play of educational effect. To this end, it is necessary to solve the cultivation problems by strengthening top-level design, deepening resource excavation, innovating educational

models, and optimizing research and communication methods, build a comprehensive, coordinated and normalized cultivation system, and promote the full release of the educational efficiency of red culture. At the same time, this paper clarifies the core direction of subsequent research, providing a clear guidance for the deepening of relevant research and the promotion of practice.

#### 4.2. Research Prospects

Combined with the current research situation and the actual situation of the cultivation work, the subsequent research can be further deepened and expanded from the following four aspects to promote the in-depth development of the research and the effective implementation of the results, so as to provide more powerful support for forging college students' sense of the Chinese national community:

First, further deepen the research on the connotation, value and characteristics of Sichuan red culture. Focus on excavating the unique role of Sichuan red culture in promoting the exchange and integration of all ethnic groups, safeguarding national unity and uniting national forces, interpret its contemporary connotation and educational value in combination with the requirements of the new era, enrich the theoretical achievements of the integration of Sichuan red culture and the sense of the Chinese national community, and provide a more solid theoretical support for the cultivation work.

Second, strengthen interdisciplinary research and improve the construction of theoretical system. Break the limitation of single discipline research, integrate the resources and research methods of multiple disciplines such as Marxist theory, ethnology, education, communication and history, focus on the core issues of Sichuan red culture empowering the cultivation of college students' sense of the Chinese national community, build a more systematic and perfect theoretical system, promote the in-depth development of research, and improve the theoretical height and academic value of research.

Third, innovate research methods and improve the scientificity and accuracy of research. Actively use new technologies and methods such as big data analysis, artificial intelligence and empirical research to carry out large-scale research, accurately grasp the cognitive characteristics, demand differences and cultivation effects of college students, solve the problems of poor pertinence and insufficient accuracy in the cultivation work, and make the research results more practically guiding.

Fourth, pay attention to the practical transformation of research results and strengthen the practical orientation. Promote the close combination of theoretical research with the educational and teaching practice of colleges and universities, social cultural construction and red resource development, transform the cultivation strategies and path methods proposed in the research into the educational practice of colleges and universities, the research plans of red bases and the cultural communication actions of society, effectively promote the application and development of Sichuan red culture in cultivating college students' sense of the Chinese national community, and make the research results truly take root and bear fruit.

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