Research on the Value Orientation and Realization Path of Red Printing and Publishing Culture in the Ideological and Political Education of Industry Featured Colleges

Yong-Gang YANG\textsuperscript{1,a}, Ke YANG\textsuperscript{1,b}, Qiao-Zhuo GAO\textsuperscript{2,*}

\textsuperscript{1}Beijing Institute of Graphic Communication, Beijing, China
\textsuperscript{2}The Emerald City Branch of Beijing Primary School, Beijing, China
\textsuperscript{a}yangyonggang@bigc.edu.cn, \textsuperscript{b}24632843@qq.com, \textsuperscript{*}gaoqiaozhuo@sina.com

Keywords: Red printing and publishing culture; Industry featured colleges; Ideological and political education; Value orientation; Realization path.

Abstract. The teaching and research force of printing and publishing is the unique resource of Beijing Institute of Printing and Publishing, and it is the foundation of red printing and publishing culture research. In the ideological and political education of schools, it is necessary and feasible to introduce the research and inheritance of red printing and publishing culture. This article briefly describes the value embodiment, characteristics and realization path of red printing and publishing culture in our ideological and political education. From the arrangement of red printing and publishing cultural materials, the propaganda and inheritance of culture in the industry, and the innovation of printing and publishing practice to display the resources and guide the participation and interaction of the public, the whole process can cultivate the noble feelings of "patriotism, loving school and loving the major", and promote the organic integration of Ideological and political education with major education.

Introduction

In December 2016, general secretary Xi Jinping published an important speech at the national conference on ideological and political work in colleges, which pointed out the direction and importance for the integration of ideological and political education in the course of professional teaching. Jiangxi universities emphasized the importance of the red revolution and red spots on ideological and political education, and actively promoted the red culture education into the campus, teaching materials and classroom [1]. A university in Guizhou province has promoted the infection and effectiveness of red culture in ideological and political education with the network as the carrier. A university in Jiangsu Province has pointed out that the red culture was the origin of value, thought and talent, and the problems of red culture in the current ideological and political education in Colleges were analyzed, and the improvement measures and implementation ways were put forward [2]. In a word, some colleges in China have studied the value oriented role of red culture in the ideological and political education of students from different dimensions, different levels and different ways of realization it.

Beijing Institute of Graphic Communication (“BIGC” for short in the following) is an industry characteristic college. Printing engineering, editing and publishing are two well-known specialties in the school. Printing and publishing are two closely related industries in the dissemination and dissemination of books and periodicals, and they are brothers whose blood is thicker than water. Printing is one of the four great inventions in ancient China. The official publishing industry began in the early Tang Dynasty in the 7th century AD, after the emergence of block printing. The work of printing and editing and publishing in modern times has made an indelible contribution to the success of Marx's guiding Chinese revolution, and continued to guide the success of Chinese socialist construction and reform and opening up [3]. It is the witness and practitioner of the history of our party's red revolution. The ideas and cultural connotations contained in the printing and publishing work will guide and educate the young generation to cherish the hard won happy life.
They should love the party, love the country and love the people. In the new era of socialism, the red printing and publishing culture is bound to be integrated into the ideological and political education of college students, for students to adhere to the correct guidance of the socialist core values, and to become the "four" young people in the new period to do a good job of guiding the value and guiding light.

The Value Embodiment of Red Printing and Publishing Culture in Ideological and Political Education in BIGC

In the opinions on Further Strengthening and improving the ideological and political education of college students, the Central Committee of the Communist Party of China and the State Council proposed that one of the main tasks of strengthening and improving the ideological and political education of college students would be to combine national spirit education with the spirit of the times with reform and innovation as the core, and keep the work style of hard struggle and the upwards spiritual state. This is the theoretical basis for ideological and political education in Colleges, as well as the requirements of the state on the youth. The red culture is the historical inheritance of our country's revolutionary development and an important part of the socialist culture. It should enrich its meaning in the transformation of the times and carry on its inheritance and innovation [4]. The red culture can provide spiritual nourishment for the establishment of college students' socialist ideals and beliefs, the perfection of personality and the cultivation of good moral qualities, and will help to promote the construction of socialist spiritual civilization and the core value system of society. How to combine the effective ideological and political education with the red culture and effectively implement the Party Central Committee's demands on the ideological and political education of colleges is a problem for every college educator.

The two major of the printing and editing and publishing of Beijing Institute of Graphic Communication is the representative of the school of engineering and the liberal arts. They have a long history and deep accumulation. They are national specialty. They are ranked first in all colleges and universities and enjoy a wide range of popularity in the society. The major of printing engineering is the second batch of "excellent engineers education training program", the first group of "first-class professional" construction units in Beijing, and the first batch of new engineering research and practice projects in 2017 by the Ministry of education. The editing and publishing specialty has the national digital composite publishing system engineering laboratory, the key technology application research and service laboratory in the field of news and publishing of National News Publication Bureau, the China Copyright Research Center, the Chinese editorial research and data center and the China periodical institute, and the major is also the base of the Beijing publishing industry and culture research. The printing and publishing culture not only has the introduction and development of modern printing, but also the replacement of the traditional printing industry. It has both the evolution of printing technology and the co-integration of printing equipment, equipment, scientific research, education and publishing. Through propagating and inheriting the printing and publishing culture, it can highlight the charm of Chinese culture and the power of Chinese printing. Combining the professional strength and connotation of the school, starting from the national strategic target of the coordinated development of Beijing, Tianjin and Hebei, and the construction of the capital "four centers", the red printing and publishing culture has the value leading role in the ideological and political education of the industry characteristic colleges, which can build the solid foundation for the school-running orientation based on Beijing and facing to the printing industry, also cultivate more successors for the school historical mission on inheritance printing civilization, innovation media culture [5].
The Uniqueness of Red Print Publishing Culture Research in Our Ideological and Political Education

Combining Engineering and Liberal Arts, Strengthening Cooperation between Printing and Publishing, and Creating Strong Brand Resources for Ideological and Political Education in Our School

Beijing Institute of Graphic Communication is an ordinary institution of higher learning which is equally developed by many disciplines such as engineering, arts, management and so on. With printing and publishing as the research object and strong strength, it just explains the school characteristics of the combination of engineering and liberal arts. It also runs through two important links in the upper and lower reaches of the publishing industry [6]. It has promoted the integration of cross majors, and also laid a solid foundation for our school to build strong brand resources of ideological and political education.

Red Printing Culture and Red Publishing Culture are Concomitant with Each Other and Share Common Foundations and Goals

In the seventh century, Chinese engraving printing was invented in China. The Confucian classics appeared, and the official publishing industry began to appear. Printing and publishing were accompanied by life. In the modern times, the earliest book publishing house, the Commercial Press, was established in 1897. The book publishing institution is at the same time undertaking the design, typesetting, printing and publishing of books. Printing and publishing are not separate. It is rooted in the great practice of Chinese people to pursue national independence and people's liberation and serve the Chinese people. In the great struggle against imperialism and feudalism, printing and publishing share a common foundation and a goal of struggle [7]. The red culture formed by the revolutionary printing and publishing work is still worthy of inheritance and development by the majority of young students in the new era.

The Realization Path of Red Printing and Publishing Culture Research in Ideological and Political Education in Our College

Collecting and Organizing the Cultural Materials of Red printing and Publishing so as to Deeply Integrate them into Ideological and Political Education in Colleges

The red printing and publishing culture and related resources are an important part of the socialist culture with Chinese characteristics. She came from the new democratic revolution which began 100 years ago in China and the Chinese Communist Party independently led the Chinese people in the historical journey of anti-imperialism and feudalism. It also originated from the process of Chinese socialist exploration and construction led by the proletarian revolutionaries of the older generation. A team of practice and propaganda for the red printing and publishing culture would be built up with student party members and student interest groups as the back-bone. Under the guidance of the instructors, students collect red print publications from all kinds of electronic repositories, paper storehouses or archives, or interview red printing and publishing culture. The personal experience or related personnel were recorded in the "celebrity interview" category [8]. The above documents and materials are compiled into the first hand materials of red printing and publishing culture according to certain themes.

At the same time, according to the requirements of the orientation of school running and the training of talents, the needs of the training program and the system structure of the new professional teaching materials, the thought and soul of the red printing and publishing culture are carefully organized, and the important academic ideas are clarified, the essence of the red printing and publishing culture and the ideological and political education are put forward. To make students understand the splendid printing civilization and the long history of publishing in China, the students will be able to read and publish the printing and publishing history. Understanding, clearly grasp the printing and publishing work in China's national economy and the people's livelihood and
the national political life of the indispensable position, enhance the cultural confidence and professional confidence, and consciously improve the ability and level of serving Chinese characteristics of socialist culture construction [9].

**Taking Root in the Printing and Publishing Industry, doing a Good Job in Publicizing and Inheriting the Red Printing and Publishing Culture, and Serving the Great Practice of Socialist Cultural Construction with Chinese Characteristics**

The third party congress report mentioned that, in order to promote the healthy and rapid development of the school cause, it must adhere to the root industry and serve the capital development. It must adhere to the connotation development and the characteristics development, and it must adhere to the open school. The "two faces", "three features" and "four strategies" and the main tasks of the school's works in the next five years are based on the above "three insistence". This is the major planning and deployment made by the school decision after they analyze deeply our school characteristics, the new generation, the development opportunity and challenge of our school. Taking the ideological and political education into the teaching material, the class and the mind as the grasp, the ideological and political education is placed in the most important position of the professional education, the construction of the characteristic teaching materials is continuously strengthened, the teaching reform and the course construction are promoted, the noble feelings of "patriotism, loving the school and loving the major" are nurtured in our school. It inherits Chinese printing civilization and trains successors for socialism and leading talents for the industry.

Based on the demand of printing and publishing industry, the ideological and political functions of press and publication are highlighted, based on the printed red printing and publishing resources, and the various forms of publicity and practice are carried out, such as theme speech, youth model activities, lectures, workshops, and the youth going grass-roots, and so on. The publication of the story, the propagandist and seeder of the red culture, transmits the party's policy to the campus and the enterprise in the "13th Five-Year" period and the new era of printing and publishing culture, exhilarating the confidence of the industry, making the red printing and publishing culture into the mind, and rooted in the deep thought and soul, which is helpful for firming cultural self-confidence, promoting the prosperity of socialist culture and building a powerful cultural country.

**Jointing China Printing Museum, Strengthening the Social Exhibition of Cultural Resources and Interaction with the Public, and being the Heritage Messenger of the Long-standing Printing and Publishing Culture**

In March 7, 2017, Jinshi town poetry culture theme park introduced the first living print experience base of northeast China in Shenyang. In March 11th, Qingbao printing experience museum opened the museum to attract a number of primary school students to visit in Qingdao. In March 13th, the children's calligraphy and painting school in eastern suburb of Xi'an held a movable type printing experience class. A dozen children wore Hanfu to experience movable typesetting, and they appreciated the profound traditional Chinese culture. the launching ceremony of "the spring of the museum" in the social class of the Beijing Municipal Education Committee will be held in the Chinese Printing Museum in April. All over the country set off an upsurge in traditional printing. The above reports fully demonstrate that the public has a strong interest in the interactive experience of traditional printing skills. As long as the method of innovation, the printing culture that includes technology but beyond the technology will be full of vitality.

In 1400, China's printing history created a wide variety of printed treasures and published cultural works, which made outstanding contributions to the inheritance and development of Chinese civilization. Printing is carrying a long and splendid Chinese culture and Chinese civilization. As a young student of the professional college, it is the inheritor of the red printing and publishing culture. How to leave the print and publishing culture in the public's mind is the important task and the responsibility of our current life. At the first, we need to create new forms to integrate the printing culture attached to the traditional printing process into public life and school education. In the practice of innovation and entrepreneurship in the school, it is necessary to create a number of social public (especially young friends) like printing experience, to publicize the allusions of the
printing culture, to carry forward the Chinese excellent cultural spirit, to promote the traditional printing culture elements to be more integrated into the planning and design of public space and facilities, and to optimize the culture of the community. Environment enables traditional printing to enter the humanistic space of modern life. Secondly, in accordance with the characteristics and requirements of the development of the times, we should expand and improve the connotation of printing and publishing culture, strengthen its influence and appeal, inherit the spiritual connotation of the traditional printing and publishing culture in a new form, create a cultural and creative brand, create a product system for printing and publishing to adapt to the needs of modern life.

Concluding Remarks

Culture is the soft power of a country. The Central Committee of the party put forward the overall layout of the "five in one" to promote the cause of socialism with Chinese characteristics, and clearly demands to strengthen the "Four Consciousness" and the "four confidence", and enhance the cultural construction and cultural self-confidence to an unprecedented height. In the ideological and political education of college students, Beijing Institute of Graphic Communication has a distinctive industry attribute and ideological attribute. In the ideological and political education of college students, the introduction of the study and inheritance of the red printing and publishing culture can effectively promote the students to enhance their self-confidence on the major, strengthen the sense of historical mission and courage of the young students of the present age. We must strive for building a strong, harmonious and beautiful socialist modern country.

References


