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A Study on the Path to Cultivate Red Cultural Confidence Among Translation Majors in the New Era

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Abstract: *A nation thrives when its culture prospers. Only with a high degree of cultural confidence can cultural development advance and contribute a solid foundation for the great rejuvenation of the Chinese nation. As future builders of the nation, young students should shoulder the responsibility of promoting culture. Therefore, while imparting theoretical knowledge and technical skills to translation majors, universities must also focus on fostering their confidence in red culture. This can be achieved by organically integrating professional education with red cultural education, leveraging the educational value of red culture, and employing multiple measures to effectively train students' translation skills. By doing so, students can be guided to develop a profound understanding of their historical mission, deepen their awareness of red culture, and gradually form a firm cultural confidence. This paper first analyzes the educational value of red culture and then explores practical paths to cultivate red cultural confidence among translation majors in the new era.*

Keywords: *Translation Major; Red Culture; Cultural Confidence*

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1.Introduction

Revolutionary culture was formed throughout the Chinese Communist Party's long journey of revolution, construction, and struggle. It embodies the spiritual essence of the Chinese Communists and reflects the deepest cultural pursuit of the Chinese nation. In the context of the new era, we should actively respond to General Secretary Xi Jinping's call by taking the establishment of "more fundamental, more extensive, and more profound confidence" as our goal. Efforts must be made to enhance the red cultural confidence of young students, enabling them to better understand the direction of socialist advanced culture and accelerate the realization of the Chinese Dream.

1.1 Strengthening Ideals and Beliefs to Solidify the Foundation of Faith

To date, Marxism remains the most rigorous and scientific theoretical system, rooted in the people's standpoint. By deeply analyzing the laws of human social development, it has discovered a feasible path: relying on the people's power to advance history, liberate humanity, and gradually build an ideal society based on freedom and equality. Revolutionary culture, guided by Marxism and created through the absorption of outstanding Chinese and foreign cultures, carries the revolutionary, struggle, and construction history of the Communist Party of China. It is imbued with the ideals and beliefs of countless revolutionaries. Integrating revolutionary culture into education not only leads the development of young students but also helps them establish correct life values, uphold noble ideals, and consciously integrate personal aspirations into collective goals. It fosters patriotism, loyalty to the Party, and a love for socialism, thereby enhancing students' confidence in revolutionary culture in the new era.

Moreover, one of the most significant functions of revolutionary culture is to shape souls and educate people. By fully utilizing red cultural resources in educational activities, students can be guided to explore the internal logic of Marxist theory from three perspectives: the spiritual essence of Marxism, the grand ideal of communism, and the shared ideal of socialism with Chinese characteristics. This enables them to deeply understand the advancement and scientific nature of Marxist theory, adopt a rational and objective view of historical truths, and gain wisdom through reflection on history, thereby consolidating the foundation of faith.

1.2 Nourishing Spiritual Temperament and Stimulating Motivation

Revolutionary culture serves as a powerful weapon to uphold beliefs, ignite passion, and overcome challenges. Through educational activities, students are encouraged to actively carry forward revolutionary culture and inherit its essence, which helps awaken their inner drive to strive and progress. College students in the new era are highly receptive to new ideas and possess flexible thinking, with unique perspectives on the world. However, they often exhibit excessive self-centeredness, weak responsibility awareness, and low frustration

tolerance.

Revolutionary culture, rich in the genetic code of the Communist Party, embodies noble spirit, firm beliefs, moral character, and exemplary conduct. These traits profoundly impact students' emotions and souls. Therefore, in educational practice, schools must emphasize the application of revolutionary culture to fully harness its educational potential. By integrating revolutionary resources into every stage of moral and intellectual development, students gradually deepen their understanding of revolutionary culture, develop emotional identification, and transform it into conscious behavior. This encourages them to take on the mission of the era with courage.

Additionally, revolutionary culture reflects the spirit of integrity and innovation. For a long time, the Party has remained committed to telling revolutionary stories based on objective facts and has continuously updated the content to keep pace with the times. This enables students to be subtly influenced by revolutionary ideals, inspiring them to adopt truth-seeking and pragmatic attitudes in future work and study, thereby embedding revolutionary values deeply in their hearts and minds. It fosters ambition, moral fortitude, and confidence among young students in the new era.

1.3 Inheriting the Revolutionary Legacy and Cultivating a New Generation for the Era

At present, as economic and cultural exchanges between China and other countries become increasingly frequent, maintaining the uniqueness, national identity, and integrity of Chinese culture is crucial. This requires a strong sense of cultural confidence to steadily enhance China’s cultural discourse power and lay the foundation for building a culturally strong nation. With the advent of the information age, access to information has become easier, but this also brings the risk of infiltration by harmful cultural ideologies. College students, who are at a critical stage of developing their cultural values, need red cultural education to guide them in discerning diverse ideologies from an objective perspective. This enables them to compare these ideologies with China’s mainstream values and ultimately appreciate the superiority of the latter, helping them avoid falling into cultural traps.

Revolutionary culture not only embodies excellent traditional culture and advanced socialist culture but also bears witness to the Party’s century-long struggle and the emergence of new-era cultural advancements. Cultivating students’ red cultural confidence essentially means restoring historical truths to the greatest extent, highlighting the spiritual strength of the Chinese nation, and guiding students to develop a strong sense of community for the Chinese nation. This, in turn, enhances their sense of national identity and belonging, and helps them grow into capable contributors of the era.

2. Practical Paths to Cultivate red cultural Confidence Among Translation Majors in the New Era

2.1 Improving the Cultivation System and Advancing Education in an Orderly Manner

The cultivation of red cultural confidence is closely related to students' personal development and directly impacts the enhancement of China's cultural soft power. Before launching formal educational activities, schools must carefully design top-level plans, treating red cultural confidence as a key aspect of talent training. The school's Party committee should take the lead, with the publicity department in charge of planning and coordination, while all other departments and faculty work together to build a comprehensive cultivation mechanism.

In daily operations, departments at all levels should maintain close communication and collaboration. They must jointly manage the cultivation process, design targeted educational plans, and continuously innovate teaching methods. Regular reviews of outcomes should be conducted, with adjustments made based on problems identified—always keeping student development at the core. This will allow red cultural confidence to take root in students' hearts and gradually shape a new paradigm for holistic education.

At the same time, schools should quickly establish a well-structured educational team for revolutionary culture. This team should consist of Party and government officials, ideological and political instructors, professional course teachers, counselors, and class advisors. Guided by the fundamental goal of fostering virtue, this team should advance educational initiatives in a purposeful and planned manner, nurturing students' moral character through subtle, day-to-day influence and ensuring that red cultural confidence is effectively instilled.

2.2 Collaborative Education and Creating a Cultural Atmosphere

Cultural confidence is the foundation upon which a nation stands among others in the world. In the context of the new era, cultivating students' red cultural confidence relies on nurturing their inner beliefs and original aspirations. It is recommended that schools mobilize the strengths of society and families to form a synergistic educational force, building an all-encompassing and continuous education model filled with red cultural atmosphere.

To cultivate red cultural literacy in translation majors, universities should fully utilize professional courses. Based on specific teaching content, appropriate red cultural elements should be integrated to guide students in engaging in translation practice from the perspective and stance of China. This allows them to understand that translation is not merely a linguistic conversion, but also a process of cultural transmission. Only by staying true to their original aspirations and fostering a deep sense of national identity can students effectively tell China's stories across cultures and convey China's voice, ensuring the inheritance of revolutionary culture.

Each academic year, schools should hold at least one event that brings revolutionary-themed performances—such as dramas, musicals, and stage plays—onto campus. These should fully leverage local revolutionary resources and encourage students to create art inspired by revolutionary themes. The goal is to produce high-quality, classic revolutionary works that cultivate students' aesthetic sensibilities and national sentiments through performance and appreciation. By stimulating both auditory and visual senses, students can be deeply moved by the powerful national emotions conveyed, and become more aware of their own cultural missions.

In terms of family education, the focus should be on promoting revolutionary family traditions. These traditions reflect the excellent moral qualities of Chinese Communists and exert a strong emotional influence on students. Parents should raise their ideological awareness and consciously regulate their words and behaviors to subtly influence their children. Regular reading of stories about revolutionary family values, understanding their deeper meanings, and distilling suitable elements into personal family traditions can leave a lasting impression on children's minds and help them internalize these values through lived experiences.

At the societal level, it is advisable for schools to align revolutionary culture dissemination with social needs. This can include building revolutionary-themed cultural corridors, designing revolutionary posters in communities, and organizing activities such as public lectures, "Retracing the Long March," revolutionary volunteer services, and cultural performances. By presenting revolutionary culture in forms that students find engaging and enjoyable, their emotional identification with the culture is enhanced, and their cultural confidence is effectively nurtured.

2.3 Activating Educational Settings and Optimizing the Learning Environment

2.3.1 Ideological-Political Education in Professional Courses

When organizing teaching activities for translation majors, instructors should consciously construct an integrated system that combines "translation + ideological-political education." Centered around the content of professional courses, educators should actively identify and extract ideological elements. For example, foreign case studies can be introduced in the classroom to emphasize China's position, or local red cultural resources can be integrated into lessons to embed revolutionary spirit in professional learning. This guides students to explore the deeper meanings behind translation and stimulates patriotic enthusiasm, empowering them to tell the stories of China and the Communist Party effectively. These efforts promote a deep integration of professional knowledge and revolutionary culture, helping students to internalize the rich connotation and distinct characteristics of the Chinese Communist Party's spiritual lineage and move from cultural recognition to cultural confidence.

2.3.2 Innovating Forms of Practical Teaching

The cultivation of red cultural confidence must be grounded in strong cultural awareness. Teachers should guide students to understand revolutionary culture from multiple dimensions and foster deep reflection and insight. They should then be encouraged to analyze revolutionary culture objectively from both historical and contemporary perspectives, which strengthens the lasting foundation of their cultural confidence.

Educators must abandon traditional didactic teaching methods. Instead, based on the research orientation and year level of translation majors, academic activities should be carefully designed around the theme of revolutionary culture. Students can work in groups to collect, organize, and compile red cultural materials as part of their research project, and collaboratively analyze the results. This promotes active learning and encourages students to develop confidence in cultural inheritance through exploration and research.

Furthermore, students should be organized in groups to serve as volunteers at patriotic education bases, where they can participate in tasks such as explaining Party history, guiding exhibitions, and performing revolutionary art. This hands-on involvement allows them to personally engage in the celebration of revolutionary spirit and develop a strong psychological identification with revolutionary culture.

2.3.3 Expanding the Space for Experiential Education

Relying solely on classroom theory is insufficient for cultivating red cultural confidence among students. It is essential to enrich teaching content, extend educational spaces, and maintain a problem-oriented, practice-driven approach. Social resources should be integrated to form a large-scale, collaborative educational platform. The balance between in-class and out-of-class learning, as well as between theoretical and practical teaching, should be adjusted to provide translation majors with immersive learning experiences.

For instance, students can be regularly taken to local revolutionary education sites—such as revolutionary museums, memorial halls, or historical residences. Leveraging these resources for scenario-based teaching allows students to revisit revolutionary history and explore historical memories firsthand. Through the integration of logic, practice, and emotion, they can experience the impact of revolutionary culture in specific settings, generating deep resonance and emotional identification. Compared to traditional classroom instruction, the combination of in-class and experiential education emphasizes student agency and allows greater space for thinking and exploration. This flexibility ensures a more dynamic integration of professional training and red cultural education.

2.3.4 Upholding Integrity and Innovation: Expanding Educational Channels

To effectively cultivate students' confidence in revolutionary culture, schools are advised to proactively expand educational channels by integrating red cultural education into students' daily lives and constructing a lifestyle-based teaching model that fully utilizes the multidimensional functions of revolutionary culture. In this regard, schools should play a leading role by organizing diverse on-campus activities themed around revolutionary culture, tailored to the characteristics of translation majors. For example, activities such as revolutionary storytelling contests, red song chorus events, classic revolutionary text translation projects, and revolutionary knowledge competitions not only diversify educational approaches but also provide students with opportunities to "dialogue across time and space" with revolutionary heroes. Through these activities, students can learn about heroic deeds, absorb revolutionary traditions, experience the greatness of revolutionary spirit, and receive ideological inspiration and emotional cleansing.

A themed event titled "Expressing Aspirations Through Words, Conveying Emotions Through Poetry" can be organized, in which students are asked to translate and recite revolutionary poetry in different languages (e.g., English, French, German, Japanese), based on a deep understanding of historical contexts. These translations should accurately render the grandeur and spirit of the original works. The process not only enhances students' theoretical knowledge and translation skills, but also enables them to draw continuous spiritual strength from revolutionary poetry and deepen their appreciation of revolutionary culture.

Building online educational platforms is also essential. Schools can establish a dedicated red cultural resource module on internal websites, library portals, and official social media platforms (e.g., WeChat public accounts). These platforms can present revolutionary stories, cultural genes, and related content through diverse media forms, such as short videos, images, H5 pages, interactive media works, and animations. This multi-modal approach stimulates students' interest and facilitates personalized, anytime-anywhere autonomous learning.

Each week, at least three classic revolutionary stories should be shared with students. They are required not only to translate the texts but also to study the background information and reflect on the messages conveyed. This ensures that students are authentically engaged in the promotion of revolutionary culture. Through the process of understanding, practice, and internalization, students gradually develop a firm confidence in revolutionary culture.

3. Conclusion

In conclusion, under the context of the new era, cultivating red cultural confidence among college students is a long-term and complex endeavor. It requires concerted efforts and unified actions from the entire educational system. Schools must deeply understand the value and significance of revolutionary culture in education, and, based on the characteristics of their disciplines, develop practical and effective educational strategies. By fostering a rich cultural atmosphere, optimizing the educational environment, and expanding teaching channels, institutions can build a comprehensive, holistic education system. These measures ensure that educational efforts are both thorough and effective, enabling students to consistently receive ideological nourishment, emotional cultivation, and intellectual inspiration throughout their academic journey. As a result, students gain a deeper understanding of the value and essence of revolutionary culture, develop heartfelt identification with it, and willingly engage in its inheritance and promotion. Ultimately, they will grow into the new generation of young people who are confident in revolutionary culture and capable of taking on the responsibilities of the times.

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