

New pattern of red gene inheritance under the background of Chinese modernization

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Abstract: The great and brilliant achievements made by the CPC in its 100 years of development have benefited from the red genes that have not faded, have not deteriorated and have been passed on from generation to generation. Standing on a new historical starting point, the 20th CPC National Congress put forward the concept of Chinese-style modernization and development for the second hundred years of struggle, and made new deployment requirements for China's future development in the medium and long term. In this realistic background, the inheritance of red genes is facing the multiple pulls of the changes in the international situation, the characteristics of the Chinese modernization development and the development of digital and intellectual technologies in terms of demand, and the expansion of the mobile self-media, the cultural industry and the education platform in terms of channels. In terms of channels, it faces the expansion of mobile media, cultural industry and educational platforms, in terms of environment, it faces the influence of cyberspace, digital technology and humanistic environment, and in terms of targets, it faces the changes of youth groups, returnee groups and various groups. There is an urgent need to study in depth the new pattern of changes in the inheritance of the red gene, so as to continuously inject the red blood into Chinese modernization and development.

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The red gene is a high level of summary, generalization and sublimation of the Party's essence, spirit, ideology and tradition in leading all the people to achieve national liberation and national independence, and courageously marching toward a modern socialist country. It is the spiritual map and precious wealth of the Party. In the course of the Party's 100-year development, the spiritual blood line has continued, the red gene has been passed on from generation to generation, and the people of the whole country have entered the process of a new era of socialism. The Party Central Committee fully analyzed the international development trend at the historical intersection of the two centuries, focused on the development goal of China's modern socialist country, took a far-sight-seeing, precise policy, overall planning, and top-level design, and made clear in the 20th report that we will comprehensively promote the great rejuvenation of the Chinese nation through

Chinese-style modernization. In the context of Chinese-style modernization development, the inheritance of red genes is facing new needs, new channels, new environments and new objects, showing a new development pattern.

1. New needs for red gene inheritance

Dynamic changes in the international situation have brought about new demands. In recent years, due to the impact of COVID-19 and geopolitics, the world economy has entered a period of slow development. Trade, cultural exchanges, cooperation and interaction among countries have weakened, and most of the internal development needs, driving capacity and market activity of countries have weakened. It can be predicted that in the coming period of time, China's economy may be in a long-term downturn, in the face of this realistic challenge and the actual conditions of our country, there is an urgent need for a steady stream of red genes to ensure the generation of internal power,

through self-reliance, hard work and excellence, innovation, overtaking curves, out of the road of independent development. It is conducive to independent innovation in the complex situation of the new era.

New demands arising from China's modernization. At present, China is in the period of the best historical opportunity, and there are many challenges in promoting the construction of socialism with Chinese characteristics. In particular, it is necessary to focus on solving the contradiction between the growing daily needs of the people and the imbalance in development [1]. During the construction process, the builders urgently need to continue to inherit the red gene, strengthen their ideals and convictions, and forge ahead with perseverance. Overcoming the difficulties on the road is conducive to the smooth advancement of the great cause of socialism with Chinese characteristics.

The rapid development of digital intelligence technology spawned new needs. With the rapid development and popularization of a large number of advanced frontier digital and intelligent technologies such as 5G communication, artificial intelligence, meta-universe, large model, ChatGPT, etc., a number of new industries have been born, such as digital economy, takeout delivery, unmanned driving, distributed energy, etc. People's pursuit and yearning for a new way of life have created a new space for red gene to take root. It is urgent to inject red genes into new fields from traditional fields in order to occupy the spiritual highland of digital intelligence technology as soon as possible, which is conducive to further promoting the harmonious development of Party construction in the field of new technologies.

2. New channels for red gene inheritance

Mobile we-media new channel. The popularization and application of 5G communication technology has accelerated the development of a large number of mobile Internet industries. In particular, we-media applications such as Douyin, wechat, Weibo, Zhihu and Douban are gradually replacing traditional newspapers and TV as the main carriers for people to obtain external information through mobile phones, tablet computers and other mobile terminals. In this process of change, mainstream news media such as People's Daily, Xinhua News Agency and CCTV took the initiative to follow the trend, made use of their own advantages and quickly transformed to adapt to market changes, grabbed the top spot of traffic of major mobile we-media platforms, occupied the main

position of public opinion and publicity, and opened up new channels for the inheritance of red genes.

New channel of cultural industry. The 100th anniversary of the Party provides a rare opportunity for the vigorous development of the red cultural industry, especially in the report of the 20th National Congress of the Party, it is emphasized that the spiritual lineage of the Communist Party of China should be carried forward with the great spirit of Party building as the source, and make good use of red resources [2], [4]. All parts of the country have fully tapped the connotation of red culture, publicized the history of red culture, spread the blood of red culture, innovated forms of red culture, and created red cultural industrial belts. Museums, exhibition halls, historic sites, revolutionary cultural relics, live performances, and cultural and creative areas have sprung up like mushrooms, providing new content to meet the people's growing spiritual and cultural needs. It also injected new impetus into regional development and revitalization, and created a new channel for the inheritance of red genes.

New channel of education platform. Solid promotion of the construction of a strong education country is one of the important tasks to realize the Chinese-style modernization. The fundamental task of the construction of a strong education country is to persist in educating talents for the Party and the country, comprehensively improve the quality of independent talent training, and strive to train top-ranking innovative talents [3]. In recent years, educational institutions at all levels, such as graduate education, higher education, basic education, continuing education and vocational education, have taken "cultivating morality and cultivating people" as their core work, and vigorously promoted the integration of ideological and political education, so that the inheritance of red genes is no longer limited to ideological and political education. Instead, it integrates the soul education into the whole chain of business work such as classroom teaching, academic research, social practice, and educational evaluation, and expands the inheritance channels of red genes in the education system.

3. The red gene inherits the new environment

In cyberspace. In the past decade, China has become an Internet power, with the scale of the Internet economy increasing from 11 trillion yuan to 50.2 trillion yuan, leading the world in many aspects such as network applications, the number of Internet users, network technology and network industry. At the same time, with the continuous deepening of network ecological

governance, the improvement of network comprehensive governance system, network resources should have a main theme and full of positive energy, from this point of view, the network ecology continues to improve, and the voice and influence of cyberspace are significantly enhanced. In addition, network communication technology is self-supporting and self-strengthening, and the Beidou System has realized global networking, which can effectively protect information security. It created a good network environment for the transmission of red gene.

In terms of digital technology. The construction of Chinese modernization is accompanied by the transition of human society from information and network to digital and intelligent. Various cutting-edge digital technologies have also created new environmental soil for the inheritance of red genes. First of all, the virtual reality technology group represented by VR, AR, MR, etc., can realize the interactive integration of virtual and real scenes of red resources through holographic projection and other means, adding an immersive atmosphere experience for the audience. The meta-universe technology group represented by blockchain, digital twins, human-computer interaction, etc., can provide the audience with a sense of high-fidelity participation embedded with red resources by introducing characters parallel to the entity in the digital space, constructing virtual story clues, mapping and shaping real scenes, etc. Artificial intelligence technology groups represented by machine learning, knowledge graph, image recognition, speech processing, etc., can build a large model of red resources through big data feeding, so that red resources have knowledge association and generation capabilities, and make it possible to build smart red resources with iterative derivative capabilities.

In the humanistic environment. Chinese modernization is coordinated between spiritual and material civilization, and the advanced nature of socialist culture will be vigorously developed in this process. On the one hand, the improvement of people's education level and basic income will stimulate the pursuit of high-quality spiritual life, and the red gene itself is a high-quality humanistic resource, generally the first resource for parents to choose extracurricular education for their children, which will create the inheritance of red genes. On the other hand, the red cultural atmosphere is increasingly strong. With the systematic design and continuous restoration and reconstruction of red cultural resources in recent years, the infrastructure of red resources

has been greatly improved, and the red industrial chain has achieved initial results. People are enthusiastic about red tourism, red film and television, and red products. These red resources and environment and the pursuit of the value of the theme laid a humanistic foundation for the inheritance of red genes.

4. The red gene passes on new objects

Young people with red genes. The young generation is the main force of the Chinese-style modernization, and it is also an important key to ensure that China's red rivers and mountains do not change color [6], shouldering all kinds of important tasks to overcome difficulties, and is also the core subject of the inheritance of red genes. Therefore, the inheritance of the red gene must anchor the long-term development goal, continue to track the characteristics of young people's hobbies, take it as a key inheritance object, constantly expand the form of red gene inheritance, use the red gene as a spiritual beacon to inspire young people to forge ahead, and consolidate the foundation of belief and the soul of thought for the Chinese-style modernization.

Red gene inherited from overseas returnees. In recent years, the proportion of overseas scholars returning to China has increased year by year. It can be predicted that more and more overseas scholars will participate in the development and construction of the country on the journey of China's modernization. On the one hand, the returnees generally have a higher level of education, or have rich practical experience in work, and are high-level talents who are of great benefit to national development. On the other hand, overseas returnees have been living abroad for many years, and their thoughts have been influenced by western capitalist consciousness for a long time, which may be different from the mainstream values in China. Therefore, overseas returnees are also the key objects of red gene inheritance education, so that they can be more firmly invested in the construction of Chinese-style modernization.

All kinds of groups with red genes. The huge population size and the common prosperity of all the people are the basic characteristics of Chinese modernization [2], [6], and because of this, all the people from all walks of life in China will be the object of red gene inheritance, which is also an important feature of red gene inheritance in the context of Chinese modernization. However, the implementation of red gene inheritance education for various groups is a complex systematic project. The objects are different in age, national habits, work nature and living

environment, so it is difficult to carry out red gene inheritance in one way. More attention should be paid to classification and guidance education, and the forms of red gene inheritance should be expanded to the maximum extent. In order to meet the characteristics of various groups to the maximum extent, and finally realize the inheritance of red genes for all people.

5.Peroration

Inheriting the red gene is an urgent need for the development of Chinese-style modernization and is also the core key. Facing the new development pattern of socialism with Chinese characteristics in the new era, we need to clarify the new needs of red gene inheritance, seize new channels of red gene inheritance, adapt to the new environment of red gene inheritance, tackle new objects of red gene inheritance, expand the connotation, resources, technologies and forms of red gene inheritance, and enhance the emotional and ideological identity of red gene. Break the real influence of various social trends in the new era, firm ideals and beliefs, enrich the feelings of home and country, and cultivate enterprising character. Strengthen Communist ideals and beliefs, and provide a steady stream of spiritual blood for

the early realization of Chinese-style modernization.

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