

# Study on the Inheritance Route of the Culture Gene in Nanchang

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**Abstract:** The 2021 is an important year in the post epidemic era to prevent a resurgence of the new crown disease. How to inherit the gene and to cultivate the new generation of the environment is a major issue. The research and exploration of how to pass on the gene aims to carry out research and practice on how to pass on the gene during the special period, which provides the experience and theoretical basis for our government to train the new generation of the Times. This research is carried out in strict accordance with the procedures of "investigation and screening -- data analysis -- topic demonstration -- practice research -- exchange and summary -- paper publication -- application conclusion". The "Nanchang cultural gene inheritance" is studied and extended to all provinces and cities in China by online means. Through the study of the historical cultural gene inheritance in Nanchang, we confirm that the cultural gene inheritance plays a great role in the education and personal development of college students. The significance of this study is to create the characteristic culture of Nanchang's gene, to spread the characteristic culture brand of Nanchang, and to increase the diversity and transmittability of inheritance content. We are highlighting the value of Nanchang culture and optimizing how to inherit Nanchang culture inheritance ideas and approaches.

**Keywords:** culture gene; inheritance path; Nanchang; undergraduate

## 1. Domestic Research on the Relevant Content of Genes

Cultural genes are the precious spiritual wealth and core quality of the Chinese nation in the long-term historical practice. If we want cultural confidence, we should "pass on our memes well" and "pass on our memes from generation to generation". College students are an important force for the future development of our country, as well as a new force for realizing national goals and modernization. It is the historical mission and important task of contemporary college students to set up correct ideas, establish a scientific "world outlook, outlook on life and values" and inherit cultural genes. Taking the cultural gene of college students as the concrete inheritance of the significance of the subject of moral education in colleges and universities is conducive

to strengthening the ideals and faiths of college students, improving their ideological and moral quality, enhancing their understanding of national history, and enhancing their cultural confidence. The academic circles have defined the cultural gene and discussed it from different angles and dimensions. For example, scholar Shi Yu Zhu believes that "cultural gene" refers to the government leading the Chinese people in arduous exploration and struggle, struggle and change, which is particularly important in the development of Chinese history. At the same time, he explains the moment when the Chinese government cultivated cultural genes after a long struggle [1]; Scholar Wu Na believes that cultural gene is the genetic code of culture, including great dedication, fine traditions, thoughts, theories and values, and noble moral qualities. She uses culture-related theories to clarify the basic appearance and essential characteristics of cultural genes [2]. Qiang Wei scholars believe that the cultural gene is the advanced spirit, ideological line, glorious tradition and fine style of work forged in the long struggle [3].

Different countries, nations and political parties have accumulated and developed educational resources similar to the "red gene" in the process of historical development. They attach great importance to and strengthen the inheritance of these educational resources. Taking the United States as an example, it not only pays attention to exploring historical and cultural connotations, but also pays attention to cultural edification and stimulation [4]. In addition, we should pay attention to the selection of moral education teachers. In the United States, history and geography are also political lessons... In particular, according to certain political requirements of the general selection of teachers. In the United States, history and geography are also political courses, especially teachers, principals and supervisors should be strictly screened according to certain political requirements [5].

Lee Kuan Yew, former minister mentor of Singapore, once said, "We must teach our young people the common basic rules of social conduct, social values and moral principles. These are the principles, values and beliefs that will shape the future of singaporeans [6]."

In general, the transmission of memes is very important. However, there are few studies on the connotation of the cultural gene inheritance path at home and abroad, and the research on the cultural gene of Nanchang is also scarce. Therefore, this paper will take

Nanchang city as an example to explore the genetic path of Nan Chang culture genes.

This research is carried out in strict accordance with the procedures of "investigation and screening -- data analysis -- topic demonstration -- practice research -- exchange and summary -- paper publication -- application conclusion", and the "Nanchang cultural gene inheritance" is studied and extended to all provinces and cities in China by online means. Through the study of the historical cultural gene inheritance in Nanchang, we confirm that the cultural gene inheritance plays a great role in the education and personal development of college students. The significance of this study is to create the characteristic culture of Nanchang's gene, to spread the characteristic culture brand of Nanchang, and to increase the diversity and transmittability of inheritance content. Highlight the value of Nanchang culture, optimize how to inherit Nanchang culture inheritance ideas and approaches.

## 2. How to Inheritance Culture Gene

### 2.1. Traditional Inheritance Route

#### 2.1.1. Retention and maintenance of revolutionary relics

Yang Cheng, situated in the southeast of Shanxi Province, is an old area with a glorious revolutionary history. During the War of Resistance Against Japanese Aggression, it was the main traffic route leading from the Northern Bureau and the headquarters of the Tai Hang Eighth Route Army to Yan' An, and it was the hinterland of the anti-Japanese base area on the edge of Shanxi and Henan provinces. Our government has helped Yang Cheng build memorial halls, museums and former residences of celebrities, restoring revolutionary sites, cemeteries and scenic spots, highlighting the local cultural characteristics and achieving the purpose of remembering history and heroes. In addition, the spirit was b in the cultural environment. The Linyi people gradually formed the Yi Meng spirit with ethnic and local characteristics in the resistance and struggle, encouraging people to forge ahead and innovate.

#### 2.1.2. The carrying gene of new media

In the founding of one hundred years, the spread of the Chinese government's spirit should also keep pace with the Times. The central reception desk fully shows the significance of contemporary streaming media. In particular, Nanchang in the one hundred activities, via reading live, short video and graphic correspondence, also gives full play to the advantages of all-media in the fastest speed and the most intuitive way, sharing a major activity and making every important moments spread out. Let the national people understand the enthusiasm of the founding of Nanchang.

2.2. The Reality of the Genetic Inheritance of the Culture in Nanchang under the Background of the Century of the Founding of the Chinese Government.

Through the study of the gene inheritance of the culture in Nanchang City, we affirmed the great role of the gene inheritance on the inheritance and development of the culture in today's college students, and demonstrated its affirmation. At the same time, we have also found some problems based on cultural inheritance, such as the all-media communication mode is not deep enough, and the inheritance of cultural resources is not deeply rooted in people's hearts.

#### 2.2.1. A shallow gap in the all-media communication mode

All-media communication mode has been more widely used now, and the interconnection of everything has become the mainstream of contemporary society. However, the all-media communication method has an obvious gap in the communication of culture. Meanwhile, various means of communication are more popular entertainment ways in order to meet folk's needs, and so on. However, the genetic inheritance of culture is relatively rare. When the content of the culture gene inheritance is seen by the majority of readers, how to attract people and let the viewers turn what they see into their own power is also a big difficulty. In the final analysis, the mode of communication is still not deep enough, not direct and to dig in this field.

#### 2.2.2. Half-empty white of the establishment of the inheritance system

The fault junction of the inheritance system is a crucial reason for the inheritance of the gene. Inheritance genes have a variety of ways to make people know it carefully, and various contents and approaches exist. But a complete inheritance system has not been completely established, the system of half empty white to a large extent hinders everyone from having comprehensive comprehension. So how to provide targeted gene inheritance methods for universities in Nanchang and systematic inheritance become the mainstream is a vital difficulty.

#### 2.2.3. The low efficiency and low quality of inheriting the gene need to be solved

One of the difficult problems with gene inheritance is that people will not spend time on what they are not interested in. Therefore, interest is one of the big tilted scales. If it can make people love the culture more than ever before and inherit the heart of their genes. In this way, the inheritance of the gene will be unimpeded more smoothly.

2.3. The Practical Path of Culture Gene Inheritance in Nanchang City under the Background of the Century of the Founding of the Government.

In view of the problem of today's path inheritance, we build the gene characteristic culture of Nanchang, and spread the characteristic brand of Nanchang characteristic culture. The inheritance content should be diversified and transmissible, highlighting the value of the Nanchang

culture, and optimizing the inheritance ideas and paths of how to inherit the Nanchang culture.

### *2.3.1. Dig deep into the way of all media, and let the culture be deeply rooted in the hearts of people's hearts*

Different new applications are used to inherit the new methods online and different media inheritance methods are used together, so that more audiences can feel the influence of culture. Digging deep into the all-media mode improves the all-media chain, so that more gene culture can appear in the communication mode.

### *2.3.2. Establish a complete inheritance system and cultivate college students in the new era*

Developing a complete inheritance system chain and a set of systematic functional gene schemes will accompany around college students. A complete set of process services will make gene culture inheritance become an essential part in daily lives, providing empirical rewards. Meantime, clear gene inheritance memory positive influence and gene inheritance will be deeply rooted in the hearts of everyone.

### *2.3.3. Looking back at history, we will inherit the gene with high quality*

Based on Big data analysis, we will find out people's favorite and most profound culture, utilizing the all-media way of big data to identify the favorite personalized gene, so that the gene is more matched to the hearts of readers.

Further, we could use the literature research method with the one hundred spirit accumulation and activities and practice. Gene culture education concept and humanistic spirit form a new content and new way of quality education around the theme of literature and reports. Network resources are more and richer. The research completed by others is linked with the real situation of Nanchang. Consequently, the survey results that are innovative are more in line with the local situation of Nanchang. Statistical analysis method collects the data of Nanchang in the online communication and academic lectures via means and media. Through observation, examination and investigation, data materials and quantitative analysis will result in supporting research, deducing the development trend and completely finding the high quality and high efficiency for culture gene inheritance.

## 2.4. Specific Practical Methods

As the technological support for a nation's survival and development, the national spirit can embody the vitality, creativity, and cohesion of a nation and even a country. A unique national spirit standing firmly in the national jungle of the world is the spirit of the Chinese nation. Inheriting and carrying forward the gene culture is an important spiritual driving force for the Chinese government century-old trip, and it is also an important guarantee for the outstanding achievements of the Chinese revolution and the socialist modernization drive. Focusing on the inheritance and development of the spirit

combines with the historical background of the global novel coronavirus epidemic and be based on the time node of the founding of the government. Then, the topic will discuss the significance of the spirit for the fight against the epidemic and the effective measures to pass on the relevant spirit to college students in the new era. The specific research ideas are as follows.

### *2.4.1. Check many relevant documents and determine the research direction*

First of all, the literature review method will be adopted to inquire about the relevant documents on each platform, determining the research subjects of this study. Investigating the research methods and means of analyzing the relevant documents also combines the author's relevant experience. From this, the research's direction of "Research on the gene inheritance path of Nanchang culture city" under the background of the centenary of the founding of the government" are observed. Problems faced in the gene inheritance path of Nanchang city are summarized through data inquiry and field investigation under this background. Seeking effective information and drawing conclusions will put forward the research feedback.

### *2.4.2. Search for local practical results and summarize the current research situation*

Since it is at the time point of the centenary of the founding of the Chinese government, we have reviewed the celebration of the 100th anniversary of the founding of government and have studied the whole of the spirit since the centenary of the founding of the government. By carefully studying the Chinese leader the important speech content in Tiananmen, we have summed up the guidelines on inheritance of genes in order to grasp the country of the inheritance of gene basic ideas and routes. We collect relevant news information, taking Nan Chang as an example, in other regions based on the advantages of other places according to local conditions to formulate the inheritance of culture gene specific path and measures.

### *2.4.3. Use the comparative analysis method to analyze the influence of the culture gene inheritance path on the ideological education of university students*

This paper uses the mathematical model of related influence and replaces the influence of the national spirit on the spirit of the Chinese nation. To judge what national spirits in history have successfully inspired the Chinese national in difficulties and to analyze the connotation of these spirits. How to inspire the Chinese nation spirit in difficulties to play a key role? This article collects relevant comments and reports on Wuhan fighting the epidemic at home and abroad to learn from the selfless dedication of the pioneering "people upstream" based on successful experiences. Striving for publicizing the relevant examples of epidemic prevention on campus creates a gene publicity method combined with fighting against the epidemic.

### *2.4.4. Use data processing to analyze the significance of the culture gene inheritance path*

This article investigates the successful examples of illustrating "Spirit" to cultivate a new people both at home and abroad and summarizes the direction and method of effective implementation. By showing extensive influence in history, summing up can successfully inspire the new spirit and compare at home and abroad various positive spirits of inheritance to analyze the current situation of gene inheritance in the process of education. At the same time, combined with excellent experience at home and abroad finds more and more inheritance methods in the education process.

#### *2.4.5. Put forward innovative research results through practical investigation*

This article, taking Nanchang as an example, will summarize the article before the inheritance of practice. We find the one hundred years node about culture gene inheritance new path by questionnaire survey field. Meanwhile, the new media communication means if one hundred culture genes are a more scientific and effective inheritance path. We finally put forward the analysis of restrictive factors. Based on the research, this paper finds that college students in the new era have insufficient enthusiasm for participation. Then, targeted measures include to provide more substantial rewards to attract new youth to the learning and inheritance of genes and launch online applications to spread genes in a new way of media.

### **3. Study the Significance of Nanchang Culture Gene Inheritance Path under the Background of the Century of the Founding of the Government**

#### 3.1. Theoretical Significance

On May 20, 2019, Chinese leader arrives at Jiangxi said: "History is the best textbook and Chinese revolutionary history is the spiritual source of Chinese communists. When I arrive at Jing Gang Shan, Yan 'an and Xi Bai Po, These revolutionary holy places are a kind of spiritual, ideological baptism and review history in their places. Our hearts will be full of positive energy. "It is not hard to gain from the Chinese leader that the great culture spirit handed down by our government is of profound significance to the Chinese people.

The century-old struggle history of government is a centenary mirror of the struggle of the Chinese nation. This great map is of far-reaching significance in view of both China and the world.

For the world, the brilliant century-old achievements of the government proved the correctness of Marxism in theory and practice. When the collapse of the Soviet Union, the Chinese government became a new beacon, and the century-old struggle of government encourages the people to continue to strive for their ideals.

For China: In the centenary anniversary of the founding of government in this one hundred unremitting struggle a, the government have led the people on the picture of human history in the different stages of history to make the great spirit, forming the valuable experience created by the wisdom of the Chinese nation. Reviewing

the government's history in one hundred years, such as a practice of the government's beginner's mind, the mission of the history for the country and the government will benefit future development. Then, the future of our nation creates a brilliant one hundred to lay a solid foundation.

#### 3.2. Practical Significance

It is conducive to the ideological and cultural education of college students. The Chinese leader once wrote back to the post-90s government members and said " In the past, some people said that they were a delicate generation, but now they have become the main force on the front line against the epidemic, not afraid of hardship and sacrifice. "It is an indisputable fact that if the young generation has ideals, skills and responsibility, the country has a future and the nation has hope. This is a call to the youth of the nation and the future. The study of the genetic inheritance path of culture seeks the ideal way of wide coverage and collects information, and it also increases the educational interesting, revolutionary activity and conveys the inheritance .Promoting the traditional way shows the value norms and behaviors in a more effective way and inspires new people to consider the true meaning of life, which provides the subsequent power for socialist construction.

It will help the current fight against epidemics. At the beginning of COVID-19, people at home were required to conduct self-quarantine. Under the spirit, Chinese people follows the orders of the government and never do harm to the country. Everyone pools their own power to fight against the epidemic. Under the spirit, the Chinese people unite together quickly. When Wuhan lacks masks and protective clothing, assistance comes from all over the country. When the epidemic spread further, Chinese people under the spirit built a Great steel Wall to protect people's health, all of which reflect the great power of the " spirit" under the epidemic. At present, the outbreak of the cloud has not dispersed, and epidemic prevention is still more severe. In order to refrain from outbreak, our government gradually eliminates the road, and the spirit can encourage people to struggle in. The great spirit can always play a unique role in different stages in the current outbreak. It will never be absent in this period.

#### 3.3. Innovative Significance

For the research subject of "culture gene inheritance", most of the existing studies are combined with a certain industry, and the scope of its path selection is relatively narrow. The existing research lacks the connection with the current era backgrounds and clear clues. It cannot create the development path according to the guidance of The Times. Consequently, will perceive the subject the "background of Nanchang culture gene inheritance" as the main research content. Successfully, our team associated the founding in one hundred this grand era background with inheritance culture gene. Last but not least, the research content of innovative significance will contribute to culture gene inheritance path and to create a wider horizon in this field. In addition, it can leads to theoretical support for relevant practices in the future.

#### 4. Conclusion

This research is carried out in strict accordance with the procedures of "investigation and screening -- data analysis -- topic demonstration -- practice research -- exchange and summary -- paper publication -- application conclusion". "Nanchang cultural gene inheritance" is studied and extended to all provinces and cities in China by online means. Through the study of the historical cultural gene inheritance in Nanchang, we confirm that the cultural gene inheritance plays a great role in the education and personal development of college students. The significance of this study is to create the characteristic culture of Nanchang's gene, to spread the characteristic culture brand of Nanchang and to increase the diversity and transmittability of inheritance content, which highlights the value of Nanchang culture, optimizes how to inherit Nanchang culture inheritance ideas and approaches.

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