

THE PATH INTEGRATION ANALYSIS OF RED CULTURE EDUCATION AND COLLEGE STUDENTS' SELF-CONFIDENCE EDUCATION

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Background: Culture is the root and foundation of a country's survival and an important part of a nation's development. If a country loses its unique cultural characteristics, it is tantamount to losing the soul of its existence. At the 18th Party Congress, the state put forward the proposition of building cultural confidence for the times, which put forward a new development situation for the development of China's culture. Among them, red culture, as an important cultural content in China, is one of the sources of cultural confidence of the Chinese nation. College students are the backbone of the development of the new era and the future successors of China's socialist construction. The mental health of college students is related to the future development of the motherland, and once the mental health of college students has problems, then it will seriously affect social development. Therefore, the integration of red culture and mental health education for university students has become an inevitable requirement of the development of the times, and it is also a necessary way to cultivate a sense of responsibility and mission among university students.

Objective: This paper analyzes the problems in the process of integrating education of traditional red culture and mental health for college students, explores new ways of integrating the two, and discusses from various aspects, so as to put forward various kinds of education for the integration of red culture and mental health for college students and promote the development of cultural education for college students, in order to improve the red cultural literacy of college students, enhance the mental health of youth, and let college students receive a good education while strengthening psychological construction and contributing their own strength to the spread and development of China's red culture.

Subjects and methods: The main object of this paper is the cultural education and psychological education of college students. The methods used in this paper are literature research and interdisciplinary research, and the actual situation of cultural education of college students in colleges and universities is selected to investigate the problems in education.

Result: Through the study, it can be found that the integration of red culture and mental health education for college students has multiple meanings, which can not be ignored for the individual students, for the society and for the country. At the same time, China has made progress in cultural education over the years, and has achieved great success in integrating red culture education with mental health. However, we must be clearly aware of the problems behind the effectiveness and reflect on the problems that exist in the process of integration, as well as the challenges that lie ahead in the cultural education of university students. On the one hand, there are many educational shortcomings in universities, and on the other hand, the world situation is now quietly changing, with frequent activities of Western hostile forces, which poses a great challenge to the development of cultural education for university students. This paper consists of the following sections. The first part is an introduction to the concept of integrated education on red culture and mental health, and the background to its emergence. The second part discusses the significance and contemporary value of integrated education on red culture and mental health for college students from several levels. The third part is an analysis of the current problems in the cultural education of university students, and further explores the obstacles in the process of promoting the integration education of red culture and mental health for university students. The fourth part is to analyse the effective measures and paths in the process of integration from several aspects, providing new thinking and new ways for education.

Conclusion: Universities should adopt various ways to reform the original cultural education methods, integrate red culture education with mental health education, and adopt new ways to innovate the education methods. First of all, before carrying out education, universities should clarify the education objectives, formulate a perfect and sound education system, grasp the principle of integrating cultural education and mental health education, and grasp the law of cultivating students' mental health, and universities should understand the new generation of students before carrying out education, including their mastery of red culture and their mental health status. Only with a comprehensive understanding can education be carried out. Secondly, colleges and universities should make use of new Internet means to educate students, innovate the form of education in time, carry out education from various aspects, improve students' enthusiasm for learning red culture and strengthen their own psychological health in the process, so as to stimulate students' patriotic enthusiasm. Once again, when carrying out cultural and psychological education, universities should strengthen their

teaching staff, look for advanced teaching resources, and regularly train teachers so that they can strengthen their own quality before educating students, and always learn from the party to ensure that they are teaching the most advanced knowledge and keeping up with the pace of the times. Finally, in the process of integrating red culture education with mental health education, universities should conduct regular assessments to analyse the effects of educational advancement, and establish incentive and assessment mechanisms to analyse the teaching achievements of teachers and the learning effects of students, so that the integration of red culture education and mental health education can have the greatest effect and promote the formation of good cultural and psychological qualities among university students, who can always follow the steps of the Party, embrace the Party's leadership, and ultimately contribute to the realisation of China's dream of great rejuvenation, helping to make our country prosperous and strong.

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THE APPLICATION OF QUALITY EDUCATION IN THE TEACHING OF MORAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Moral education course in colleges and universities as the soul core of quality education in colleges and universities, in the context of the whole society in a comprehensive transformation and development, the related economy, politics and culture are also in a transformation and development stage, the teaching basis and material and cultural conditions of moral education course in colleges and universities are further enhanced, in addition, the thoughts of students in colleges and universities based on the influence of market-oriented thoughts and behaviours, many levels present problems that are not in line with the national goal of cultivating students in colleges and universities. Moral education in colleges and universities has certain importance and realistic urgency. In the context of economic globalization and world diversification, the competition between comprehensive national power in the international community is intensifying, and the competition and struggle between capitalism and socialism in the field of ideology is showing a sharp and complicated development trend, and at the same time, this kind of competition and struggle is showing some long-term characteristics. Various hostile forces in the West have further intensified their efforts to divide and westernise China, attempting to use a variety of means to carry out ideological infiltration, thereby shaking the guiding position of Marx in China's ideological sphere, and China is facing a huge test in the ideological and cultural spheres, with a variety of ideological concepts intertwining with each other and a variety of cultural trends emerging one after another. With regard to the development and changes in social conditions, the basic system, the economic base and the international context, and in the face of the new needs of young students for knowledge and innovation, the moral education courses in colleges and universities are experiencing various symptoms of incompatibility in terms of teaching methods, teaching contents, ideological concepts and operational management. China has gradually created a market economy system and entered the stage of reform, society is in a critical period of development, and the deep-rooted contradictions accumulated in the long-term development of the social and economic fields have begun to emerge, among which the more prominent is the contradiction of economic interests. The objective level has formed different social groups and different classes, various interest groups and economic organisations, further breaking the original pattern, and the ideological activities of university students are somewhat different, changeable, selective and independent. The weaknesses of market economy activities and the negative influence they form on ideological consciousness can easily lead to further differentiation among students, which is reflected in the level of relations between different people and can easily induce egoism, hedonism, money-worship,