

A Study On the Value and Direction of Yancheng Sea Salt Culture in College Students' Ideological and Political Education*

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Sea Salt Culture is the crystallization of the wisdom of the ancestors and the retention of the history. With the passage of time and the innovation of salt making technology, the connotation of sea salt culture is undergoing changes. In the long process of cultural dissemination, sea salt culture permeates local university campuses and enlightens college students as well. This paper explores the profound connotation of sea salt culture in the new era, probes into the important influence of Sea Salt Culture on the ideological and political education of contemporary college students, and analyzes the practical direction for college students to inherit sea salt culture in the new period, so as to expand the breadth and width of sea salt culture.

Keywords: Sea Salt Culture, students' ideas, connotations, value, direction

After more than two thousand years of production, Yanfu cultivates a splendid and long-standing sea salt culture. Against the new era, the innovation of salt making technology infuses new ideas and vitality of sea salt culture.

The Connotation of Sea Salt Culture in Yancheng in the New Era

The tradition of "boiled sea as salt" has been inherited over the past 5,000 years. Thanks to the unique natural conditions, Yancheng, as early as the Spring and Autumn & Warring State Period, titled with the "Rich in Sea Salt" in China. Sea salt is born out of the vast sea, after steaming and cooking; sea salt is numerous salt particles to united together and linked closely. Sea salt is to identify false things, retain the real things, bring forth new things. Sea salt has been subjected to a thousand trials, melt and selfless dedication; Sea salt is the taste of life in a certain degree, it is indispensable for all of us. These are the profound connotations of Sea Salt culture in the new era, which transforms as the new expectations and directions for the younger generation, and the primary content for the study and inheritance of contemporary college students.

Work Together and Work Hard to Pursue Prosperity

Salt crystals are condensed by salt particles, huddled together and closely linked. This is the characteristic of salt and the value of sea salt culture. Thanks to the mechanized production, the salt making process has been

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innovated, therefore, the manpower has been greatly reduced. Whether the sea is boiled as salt or the sun becomes salt, it can not be separated from the cooperation of human beings and the “team spirit”.

“Grey head around the stove in a house with low grass, they work hard by the fire in June. Out of the door of the day, idle moment is to cool off”. The poet Wu Jiayi recorded the hard work of salt workers in his artistic poems. In the process of the Salt making, salt workers under the hot sun to take halogen as materials, firewood suffering and then salt into town. The arduous living environment forged their unity and cooperation, the character of striving for progress.

Bring Forth the New & Keep Pace with the Times

From boiled sea salt to sun-baked salt to vacuum salt making, the salt making process has made constant breakthroughs, and the variety of salt is increasing day by day. From Himalayan rose salt, molten volcanic black rock salt to Boletus truffle salt, salt has been constantly innovating and sea salt culture has made constant breakthroughs in its development process.

Yancheng is the cradle of Sea Salt Culture, its urban spirit is “hard struggle, innovation, unity and hard work, carry forward”, this is the characteristics of the times and the revolutionary self-reform. Under the influence of sea salt culture, peoples in Yancheng, on the basis of gathering, absorbing and merging, constantly create new civilization, adapt new life with new ideas, new knowledge and new skills, and write new brilliance.

Give Part of Yourself Away

“Life with faith, dreams, struggle and dedication is a meaningful life,” President Xi said. The content of sea salt culture sparkles in the sunshine of the new era.

Salt can be dissolved in water molecules or accelerate the melting of ice and snow. Man is the salt of the earth, and one can melt himself. Take Yancheng as an example, by the end of 2017, 160,000 volunteers had been registered online in Yancheng, with more than 5000 voluntary organizations and more than 50,000 volunteer service activities.

Leading the Demonstration from Point to Face

Salt is a good cooking ingredient, as well as the salty taste carrier, a little salt can affect the whole pot of food. Salt's indispensable position, dare to be the first quality, but also the concentrated embodiment of sea salt culture. The integration of salt culture into ideological education can lead contemporary college students to strengthen their ideals and beliefs and play an exemplary role.

The Value of Sea Salt Culture in Ideological and Political Education of the Contemporary College students

Digging into the historical value and the connotation of the Sea Salt Culture, exploring its influence on the college students' thought is conducive for the contemporary college students to build positive ideals and beliefs, to undertake the mission of the times, and to carry out the socialist core values. As President Xi proposed, “A nation will prosper only when its young people thrive.”

Conducive to Foster Contemporary College Students' Sense of Responsibility

The Sea Salt Culture enjoys a long period of history, the salt workers struggle hard generations by generations to inherit the salt making technology, the ancient salt transportation and the folk legends, but the sea salt culture

now faces the inheritance and the insufficiency predicament. The integration of sea salt culture into contemporary college students' ideological and political education can give full play to their professional skills, protect sea salt historical materials, and assume the historical and cultural responsibility of inheriting sea salt culture.

Conducive to Cultivate the cHaracter Spirit of Contemporary College Students

i. The spirit of hard work. Salt workers are in a low position and often live a bad environment, inhuman production process, hard living conditions, fighting with the sea, fighting with the sky, and fighting with fate. The abominable environment can encourage college students to work hard and simply, dare to fight hard, keep in mind the theme of the contemporary youth movement, and work tirelessly to realize the Chinese Dream of national rejuvenation.

ii. The spirit of win-win cooperation. Salt workers take turns using plate iron to extract salt, a number of stoves centralized rotation operation, pan-pan total boil. In the process of salt frying, the salt people formed a team spirit of solidarity and support. At present, the only child increases, the parents are over-protected, the college students care too much about their personal gain and loss, and they lack the concept of win-win cooperation. "Education is about building people," says Lu Xun. Salt workers co-cooking salt, teamwork cases into adult education, can give college students a good positive example and infuse teamwork ideas.

iii. The innovative spirits of advancing with times. According to the differences in the manufacture methods and trace composition, salt can be divided into many kinds, such as industrial salt, wash salt, edible salt, health salt and so on. In addition, sea salt can also be carved into a magnificent salt carving, extremely aesthetic and commercial value. It is helpful for college students to study the spirit of reform and innovation and find a way suitable for their own development by using the modernization of sea salt culture to guide college students' future entrepreneurial path.

It is Beneficial to the Construction of Contemporary College Students' Ideal and Belief and Cultural Self-confidence

Sea Salt culture is an excellent traditional culture in China, such as folklore, biographies of great people and connotative spirit, which plays a positive role in guiding contemporary college students' positive energy. Such as the town of Caoyan Zhang Shicheng, "Eighteen-pole uprising", against hegemonic bullying. Fan Zhongyan, a famous minister in Song Dynasty, built "Fan Gong Dike" to protect salt production, and Li Ruzhen wrote "Mirror Flower Edge" in the first half of "Mirror Flower Edge" in Qing Dynasty. These cultural soft power can build up the students' positive ideals and beliefs, and support the college students 'down-to-earth and persevering. At the same time, it can cultivate the cultural confidence of contemporary college students, absorb foreign culture with tolerance, and establish national pride. By innovating sea salt culture and connecting sea salt culture with international standards, college students will be more confident in the development prospect of sea salt culture. Just as Xi Jinping emphasized, "A nation will prosper only when its young people thrive."

At present, we need to play the role of cultural education. Sea Salt Culture is the wisdom left by forefathers, and it needs to be inherited and carried forward by later generations. In the process of modernization, it is the responsibility of contemporary college students to inherit and carry forward Sea Salt Culture, which give college students healthy and upward ideals and beliefs, so that cultural self-confidence can take root in their hearts, so it is a issue that college students have to consider.

The Direction to Integrate Sea Salt Culture into College students' ideological and political education

After experiencing hardship, sea salt culture, recorded the hardships of ancient salt people's life and witnessed the vicissitudes of change in Yanfu. It is the treasure of salt workers groping out in history, and the crystallization of sweat and tears. To promote the integration of Sea Salt Culture into college students' ideological and political education can promote the flow of cultural blood and keep the vitality forever. It is a lasting and meaningful cultural project.

Strengthen Ideological Guidance and Focus on the Practical Inheritance

To promote the integration of Sea Salt Culture into the ideological and political education of college students is inseparable from the cooperation with the government, schools, teachers and students. The government should introduce relevant policies to protect the cultural heritage of sea salt and compile the history of sea salt culture so that college students can study based on the real historical papers. Schools should strengthen ideological guidance, focus on publicity and education, and enhance the effectiveness of Sea Salt Culture publicity. As a contemporary college student, we should take the initiative to study and accept Sea Salt Culture. On the one hand, we should strengthen the study of ideology and politics, on the other hand, we should put it into practice, actively inherit and carry forward the historical responsibility of Sea Salt Culture.

To accelerate the integration of Sea Salt Culture into ideological and political education of college students, we should implement it in practice. The folk art and folklore in Yancheng are mainly related to the production, distribution of sea salt and salt workers' life. Yancheng area still retains the custom of "sacrificing the Dragon King" and "respecting the God of Kitchen" and so on.

The government, school or college students can organize various special activities of sea salt culture, to vigorously create the atmosphere of learning sea salt culture, and pass on sea salt culture in practice. Such as 2008 Yancheng "Sea Salt Culture Festival" and "Sea Salt and Human Seminar", 2013 Weifang "Sea Salt Culture Seminar", attracted the attention of people around the nation. Besides, In the process of learning knowledge, college students can study the literature, art, ideology and folklore related to salt industry, devote themselves to the compilation and propaganda of sea salt culture, and also give full play to their innovative ability and make full use of salt making tools. Salt merchant residence, salt transportation road and other resources to promote the sea salt culture "going out."

Relying on the Red Gene to Carry Forward the White Civilization

Red gene is a heritage of revolutionary spirit, it encourages generation after generation of Chinese people to be strong and independent to brave forward. President Xi stressed that the red gene should be passed on from generation to generation, encouraging contemporary college students to write "Chinese Stories" with diligence, wisdom, firmness and perseverance.

The connotation of red gene is faith, loyalty, pursuit and selflessness. It is in line with the sea salt culture connotation. Therefore, while carrying out patriotism education, we can also hold lectures on sea salt culture among college students. Encourage college students to learn sea salt culture, tell sea salt stories and educate them to make into practice. In the dissemination of ideological and political education, colleges and universities should fully carry forward the red gene in the connotation of Sea Salt Culture, and encourage college students to learn the

white civilization actively while inheriting the red gene. Only in this way, the Sea Salt Culture can keep its youth and vitality forever.

Promoting Young Adults to Create Sea Salt Card

President Xi send s message to youth in the new era: to be the tide of the times, to strive forward and embrace sunshine in the heart. The connotation of Sea Salt Culture in the new era is simply summed up as hard work, mutual aid, innovation and dedication, which responds to President Xi's call and interprets the meaning of promising youth in the new era. Sea Salt Culture leads the growth of young people, boosts young adults, and drives young people to become talented, which will be attached great importance to by college students, and boost Sea Salt Culture to integrate into ideological and political education of college students as soon as possible.

In the history of boiling the sea for salt for more than 2,000 years, the salt people not only created great salt wealth, but also bred brilliant sea salt culture. It contains the commonness of Chinese excellent traditional culture, but also has its own personality. The salt people's perseverance, fearlessness of hardship and unity and cooperation have condensed into the sea salt spirit with distinct personality. The cultural connotation of sea salt in the new era is brilliant and colorful, which not only contains the traditional virtues of industry, courage and dedication, but also endows it with the characteristics of keeping pace with the times to develop and innovate. These distinctive cultural characteristics are the distinguishing signs of Sea Salt Culture and the unique banner of the four directions, which can help college students better understand the connotation of the Sea Salt Culture.

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