

Research on the Internalization Mechanism of College Students' Socialist Core Values in the New Era Based on the Perspective of Identity Theory

Peng Daichao

School of Information, Southwest Petroleum University, Nanchong, China

Abstract: *With the continuous development of higher education, the ranks of college students continue to expand, their social responsibilities are gradually increasing, and their social influence is becoming more obvious. It is particularly urgent and necessary to strengthen the education of college students' recognition of socialist core values in the new era. As the key target for the cultivation of socialist core values, college students are responsible for the realization of the 14th Five-Year Plan and the realization of the great goal of reviving the Chinese dream. Strengthening the education of college students' recognition of socialist core values is particularly important in college education and teaching, and must be placed in a prominent position. The thesis is based on Kenneth-Burke identity theory, combined with the cultivation of core values of college students in the new era, and analyzes the connotation, problems, reasons and mechanism construction of socialist core value identity, and explores the core values of socialism for college students in the new era Identify the path of research.*

Keywords: *college students; socialist core values; identity theory; mechanism construction*

1. Introduction

The socialist core values have been put forward for quite a long time, and it can be said that it has already spread all over the country and deeply into the hearts of the common people. As a college student in the new era, learning deeply, comprehending and practicing the core socialist values, and enhancing the recognition of the core socialist values education, are extremely important guidance for cultivating college students' morality and patriotism. At present, college students have become the main force of social development and the leaders of the future society. Only by making college students fully implement the core socialist values can China's modernization goals and the Chinese dream of great rejuvenation be realized. Therefore, enhancing the education of college students' core values identification in the new era has important era value and practical significance.

2. The connotation of college students' identification of socialist core values

The socialist core values of college students are one of the cores of the socialist core values. The identification of the socialist core values of college students means that in the process of social interaction, according to their own development needs, on the basis of understanding their inner meanings, college students express their psychological and behavioral attitudes. The recognition and emotional belonging, and the strong will and sincere belief are generated, so that the value pursuit of the socialist core values can be transformed into the value orientation of college students, and the process of guiding and regulating their own behavior.^[1] This is a process of unifying internalization and externalization. This process is gradual. It is necessary to strengthen the education and guidance of core values, and combine theoretical content with practice, so that college students can form cognitive identity, emotional identity, will identity, and belief identity. The unity of behavior identity and the final realization of value identity.

3. Research on the issue of identity education of college students' socialist core values in the new era

General Secretary Xi Jinping attaches great importance to the education of socialist core values. It is necessary to make core values ubiquitous and always present. Colleges and universities, as the

reserve base for talents of the party and the country, shoulder the heavy responsibility of morality and cultivating people. The core values of college students are also recognized by education. Some results have been achieved. However, we need to clearly see its existing problems and provide directions for future identity education.

3.1. Acknowledging that the effectiveness of education is insufficient

The core value identification education in colleges and universities is to make college students accept the socialist core values, internalize them as their own value norms, and use them to guide their own behavior. However, some college students do not have a comprehensive and profound understanding of the relevant theoretical knowledge of core values, resulting in vague or confused cognition. In order to cope with school inspections or obtain ideal results in exams, some college students recite the content of core values, lacking enthusiasm and initiative, and there is a problem of lack of emotion. The phenomenon of "memorizing the test and throwing it away" still exists, indicating that college students lack a strong will to learn core values. In real life, the behavior of some college students will deviate from the requirements of core values, such as skipping classes, cheating in exams, falsifying resumes, spreading rumors and other undesirable phenomena are common, reflecting that some college students cannot convert the requirements of socialist core values into their own behavior habits, lack of behavioral identity.

3.2. The lack of education subject theory

The core values of colleges and universities identify the full-time teachers, counselors and other relevant staff of the main body of education. Although colleges and universities have gradually attached importance to the cultivation of socialist core values, recognition education has also achieved some results. However, colleges and universities still have the problem of insufficient investment in identifying the main body of education, and insufficient investment in the main body of education still exists. First of all, some teachers think that teaching the content of socialist core values to students in the classroom has completed the teaching task, and they rarely care about whether the students can listen to it and whether they can practice it, so that some teachers sing "" "One-man show", can't manage "bow-headed people", no teachers are seen after classroom teaching, lack of emotional communication, and emotional resonance is even more difficult to reflect. Secondly, some counselors and other related education and teaching workers do not have a deep understanding of core values identification education, and their learning is not in place. Because some counselors and other related workers have weak theoretical foundations in philosophy and social sciences, and do not have a deep understanding of the nature of core value identification education, they only regard college students as the object of education management in the process of identification education, and identify core values in education. As a work task, this is not conducive to improving the concept of education and teaching, and affects the effect of recognition of education in colleges and universities.

3.3. Lack of directionality in educational methods

The core values of colleges and universities recognize that education is promoted in colleges and universities. The main methods are theoretical lectures and teaching. It is mainly taught by teachers. Although it has its own uniqueness, it also has some problems. The biggest problem is its singleness and generality. At present, some colleges and universities have incomplete ideological and political teachers. Most ideological and political theory courses are taught in large classes, with about 100 students or more in a class. This kind of large class teaching makes teachers have no time to take care of the concerns of each student or some students. The quality of listening to the class is poor, the identity education lacks pertinence, and it is difficult to give individual attention and guidance, which affects the effect of identity education. However, there are certain differences in the cognition of college students, some students are active in thinking, and some students are conservative in thinking. If individualized guidance methods are not adopted, and there is a lack of attention to some students, the core value identification education in colleges and universities will not achieve its intended purpose.

4. Discussion on the reasons for the identification of the socialist core values of college students in the new era

There must be a reason for the problem, and further analysis of the cause can enhance the pertinence of the research. Of course, the cause of the problem is caused by a combination of factors. The paper summarizes the following three factors.

4.1. The social environment is complex

The social environment is diverse, changing and complex, which can be summed up for two reasons. On the one hand, there is the penetration of Western ideology. At present, there are still various social ideological trends in the society, which are subtly affecting the new generation of college students, especially those who lack the ability to think independently and distinguish consciousness. Western capitalist values have shaken the values of college students to some extent. Some developed capitalist countries in the past have carried out cultural transmission to our country through a variety of propaganda means and strengthened ideological penetration. Some college students are confused in the face of different cultural conflicts, and some are affected by blind pursuit of Western culture, which leads to confusion in their value orientation and affects the education and cultivation of core values in colleges and universities. On the other hand, there are problems that have emerged from the development of our country's society. In the more than 40 years of reform and opening up, my country has achieved good results in all aspects of the economy and society, and people's lives have been greatly improved. However, our country is in the critical period of comprehensively deepening reform, the political, economic and other systems are not yet perfect, and social problems are prominent, such as the poor work style of some leading cadres, the still serious gap between the rich and the poor, and the prominent food and drug safety problems. These social transformations. The negative effects brought about by students who have not yet matured values have caused confusion, and brought difficulties to the identification education of core values in colleges and universities.

4.2. Imbalance in home-school collaborative education

Family education should be another front of school education, and the cultivation of socialist core values identity education also needs the assistance of family education to achieve optimal results. Although parents are willing to cooperate with the school to carry out relevant education, out of the protection of their children, they often show a tendency of pragmatism or personalism on specific issues, which affects the formation of the socialist core values of college students and hinders the recognition of the core values of college students. effectiveness of education. It is embodied in the following aspects: First, some families are overly fond of their children and respond to their needs. Various factors make some children accustomed to being self-centered and have no collective concept and spirit of dedication and service; Second, most parents attach great importance to cultural curriculum education and The cultivation of children's survival skills ignores moral education, and does not care much about the development of children's value; third, the family education method is single, and children's big and small events are mostly decided by the parents. The result of this arrangement is that the children lack imagination and Independent thinking. Therefore, in order to realize the identity education of college students' socialist core values in the new era, it is necessary to fully combine family education and school education, and to educate people together, otherwise the effect of education on the identity of the core values of colleges and universities will be greatly reduced.

4.3. The cognitive ability of college students needs to be improved

Entering the university, the physical and mental development of college students has made great progress compared with the middle school period, but they still need to be sharpened and exercised, and there is still an immature stage. At this stage, college students often have a strong sense of self, think that they are adults, can solve various problems in life independently, and hope to be recognized and respected in all aspects. However, in the face of some realities, due to lack of social experience and lack of scientific way of thinking, it is impossible to comprehensively and dialectically look at problems, which not only affects their physical and mental development, but also induces various psychological problems or learning problems. Although college students are being nurtured by higher education and their own quality is relatively optimistic, because different college students have different personality characteristics and understanding abilities, their characters are in a semi-mature stage. At this stage, college students' ideology and values are more easily affected by the outside world.

^[2] Once a certain value penetrates into the value system of college students, it will inevitably affect their thinking and behavior, and have a profound impact on the formation of their values.

5. The mechanism construction of the socialist core values identity education for college students in the new era

Education is a process that requires education and practice. The improvement path needs to rely on problems, take reasons as the starting point, and build a mechanism from the elements of education.

5.1. Enhancing the main charm of college students' socialist core values education identity

The main body of college students' core value education identification is the leader of college identification education, and their own identification directly affects the effectiveness of college core value identification education. By updating teaching concepts, improving professional quality and paying attention to students' needs, it is possible to ensure that the education of core values recognition in colleges and universities can be carried out smoothly.

5.1.1. Update the teaching concept

Contemporary college students are active in thinking and dare to think and act. The traditional dogmatic indoctrination and rigid rational persuasion are no longer acceptable to college students. Therefore, it is agreed that educators should "squat down and talk to students" with an equal and inclusive attitude, and respect each and every one of them. The object of education should pay attention to cultivating students' subject spirit and mobilizing students' self-development potential, and educate and guide them in a friendly environment. This kind of identity education will be more effective. It is necessary to fully construct the concept of network-based teaching, that is, relying on information-based networking, and continuously implement the transformation of core value recognition education to network-based information. In the era of Internet+, information is more convenient, faster and wider. College students, as the most active group among them, are the main recipients of information, and their thoughts and behaviors are deeply influenced by Internet information. Therefore, it is extremely necessary to construct the concept of information-based teaching, and it is necessary to keep pace with the times in order to enhance the effectiveness of identity education.

5.1.2. Improve professional quality

The improvement of college students' professional quality is particularly critical and necessary for college students to agree to practice core values. First, educators must have firm professional beliefs, which are reflected in teachers' recognition and investment in their own professions. Colleges and universities recognize educators' professional beliefs mainly as teachers' recognition of core values-related theories. Educators lack the sense of identity of their own profession, and the education of socialist core values identity will not be able to be carried out. Second, educators must have solid professional knowledge, mainly including theoretical knowledge of Marxism and socialist core values, pedagogy knowledge and related subject knowledge. Recognizing that the main body of education should consciously understand the scientific connotation of the socialist core values, continuously deepen the understanding of the knowledge of core values, and persuade students with their solid theoretical foundation. Third, educators must have sound professional ethics, that is, educators should abide by the code of conduct and the moral qualities they should have in their education. The core values of colleges and universities recognize that educators have a guiding role in cultivating people and improving moral, intellectual, physical and aesthetics. To help college students in the new era identify with socialist core values, it requires educators to have good professional ethics themselves, and use noble moral qualities to infect students and care for them. Students, help students grow and become talents.

5.1.3. Pay attention to student needs

First of all, it is necessary to grasp the characteristics of the psychological development of college students. According to the psychological development of college students, it is necessary to accurately find the educational content and methods that meet the needs of college students, and seize the initiative to identify with education. Only by mastering the psychological characteristics and characteristics of college students can educators understand the needs of students, and then they can more effectively carry out core value identification education and enhance the identification effect.

Secondly, it must be in line with the growth of college students. The primary goal of identity education of socialist core values in colleges and universities is to build morality and cultivate people. To achieve this goal, we must master the law of student growth and talent, and combine identity education with the growth and talent needs of college students. At present, college students attach great importance to their own future and personal development. Different grades have different priorities. They should carry out work in a targeted manner to promote the realization of the goal of growth and talent. The socialist core values are closely related to the development of students, and conscientious practice and comprehension can solve their most concerned and practical problems and make college students develop emotional identity.

5.2. Measures to improve the socialist core values identity education for college students

The process of college students' socialist core values identification education is multi-element, and improvement measures are one of the important links, which have an important impact on the effect of identification education. Therefore, it is necessary to improve educational measures to effectively enhance the effectiveness of education in the recognition of core values in colleges and universities.

5.2.1. Strengthen theoretical education for persuasion and guidance

Colleges and universities carry out the guidance of socialist core values, mainly through classroom teaching for publicity and education. However, at present, ideological and political courses in colleges and universities are still imperfect, and they cannot fully play their role in theoretical education. Therefore, colleges and universities should change the way of education and teaching, and carry out a multi-pronged approach to education and cultivation of core values identification. First of all, it is necessary to enrich and improve the curriculum system, and to set up courses and lectures with the theme of socialist core values, which can be integrated into the second classroom education and teaching, and constantly improve and deepen the content of education and teaching. At the same time, promote the ideological and political construction of the curriculum, integrate the socialist core values into various disciplines, let them influence students subtly, serve students, and fully tap effective resources for core value identification education. Secondly, in terms of educational methods, fully explore the methods and methods of theoretical instillation, improve ideological and political theory courses, pay attention to linking theoretical education with practice, and be able to use Internet resources to enhance the diversity of learning resources, so that students can actively accept the education of core values, so as to improve education effectiveness.

5.2.2. Use example and demonstration to improve ideological awareness

Use the example and demonstration method to promote the identification of socialist core values education, and improve the effect and timeliness of interpersonal relationships. First, role models must be advanced, representative and authentic. Advancedness means that the chosen role model must fully demonstrate the basic requirements of the core socialist values, and it is the benchmark and model for everyone. Representation refers to a role model that can convince students and be willing to take the initiative to align with them. Authenticity means that the chosen role model is a real person, with its splendid excellence but also unavoidable minor shortcomings. It is a height that college students can achieve through hard work. Models should be chosen carefully, and the combination of advanced nature and authenticity is the premise to ensure the validity of the Model Law. Second, publicize role models widely and deeply. It is necessary to dig deep into the deeds behind the example and vigorously publicize their advanced deeds. In terms of publicity methods, it is necessary to make full use of all kinds of media, pay attention to the publicity power of new media, maximize the role of role models in a way that students like and hear, and let advanced figures show their opinions as much as possible, so as to produce a good core value recognition education effect.

5.2.3. Consolidate behavioral habits through practical exercises

Practice is the foothold, and the implementation of socialist core values identity education is ultimately based on practice. Colleges and universities should make good use of practical exercises to carry out socialist core values identity education. The following points should be paid attention to in identity education: First, carry out various forms of education. social practice activities. Social practice activities are an effective means of recognizing the core values of colleges and universities. Colleges and universities should combine the spiritual core of socialist core values to further develop forms of social practice activities, such as conducting social surveys with socialist core values as the main line, visiting red tourism bases, participating in Volunteer service activities, etc. Secondly, according to the actual situation of college students to choose the appropriate practice exercise. There are various ways

of practice exercise, and the specific form should be decided according to the factors such as the major, grade, ideological characteristics and educational purpose of college students. [3] For example, to help college students master the value norms of core values, cultivate good behavior habits, and choose volunteer service activities. Third, strengthen the management of college students' social practice activities. It is true that the physical and mental development of college students is still immature, and the social life experience is not enough. This requires educators to guide the social practice activities of college students based on the actual situation to ensure the effectiveness of social practice effects. It is not only necessary to guide college students to actively participate in social practice, but also to strengthen the guidance and management of the organized practice activities to ensure that they do not deviate from the theme of the activities, so as to achieve a better education effect.

5.3. Optimizing the environment for the education of college students' socialist core values identity education

5.3.1. Create a healthy family atmosphere

First of all, parents should improve their own moral quality and pay attention to their exemplary role. In family education, parents' values and moral qualities have a subtle influence on their children's conduct. Generally speaking, parents with high moral qualities can educate their children more scientifically. Parents should strive to improve their own moral quality, incorporate correct values into their behavior and habits, and set an example for their children, so that their children can form a correct value orientation. Secondly, parents should establish a harmonious family relationship and create a harmonious family atmosphere. Good family relationships and family atmosphere play an important role in the health of children, and are the basis for college students to form a correct cognitive concept. Finally, parents must master the correct educational philosophy and adopt suitable educational methods. The formation of the socialist core values of college students is closely related to the educational concepts and methods of families, which requires parents to have correct educational concepts and methods when educating their children, and guide their children to form correct values. Parents should not only follow the laws of their children's physical and mental development, attach great importance to cultivating their children's moral qualities and behavioral habits, but also have a correct view of school education, communicate more with schools, and understand their children's behavior in school.

5.3.2. Build a perfect school environment

Campus culture embodies a college's campus style, teaching philosophy, learning atmosphere, etc. It has a strong appeal and influences the thoughts of college students all the time. First of all, we must pay attention to the construction of campus hard culture. Campus hard culture is a manifestation of dominant culture. It can be seen and touched, and it is reflected in the construction of physical facilities on campus, such as campus greening and beautification, human landscape, communication facilities, etc. Colleges and universities should increase investment and improve campus physical facilities so that college students can feel comfortable. Education in a beautiful environment. Secondly, it is necessary to strengthen the construction of campus soft culture. Campus soft culture mainly refers to the level of campus spiritual culture, including the school-running philosophy, rules and regulations, etc. of colleges and universities. Colleges and universities should take effective measures to build a positive and healthy campus spiritual culture, a fair and reasonable institutional culture, and promote the improvement of college students' values and overall quality. School ethos, study and teaching style is a symbol of the overall style of a school, and has a strong guiding and cohesive role. A good school ethos, study style, and teaching style can promote the formation of college students' moral quality. Therefore, in the daily education management, colleges and universities should strengthen the construction of school spirit and play a good role in supervision. They should not only focus on building excellent teachers, strengthen the assessment of teachers' professional quality, but also improve the system construction and continuously strengthen the punishment of behaviors that damage the study atmosphere.

5.3.3. Build a good social environment

A good social environment can give positive guidance to the thoughts and behaviors of college students. To build a good social environment, we need to start from the following aspects: First, to build a harmonious and stable social environment, we need to solve potential conflicts. Socialism with Chinese characteristics has entered a new era, and new contradictions and problems have emerged. Unbalanced regional development, corruption of Party members and cadres, frequent food and drug safety problems, and the peddling of Western values have emerged. These have greatly affected the

values of college students. healthy growth. Therefore, this requires us to proceed from the fundamental interests of the people, increase market supervision and anti-corruption efforts, and properly handle various relationships. Secondly, create a good atmosphere of public opinion and occupy the commanding heights of public opinion. Public opinion is the moral atmosphere and external force that affects the study and life of college students. It can restrain and regulate the words and deeds of college students, and has an important impact on the value orientation of college students. The government must firmly grasp the discourse power of socialist ideology, use the media to strengthen the promotion of socialist core values, and guide the values and behaviors of college students through positive publicity and public opinion supervision, so as to play the correct guiding role of social public opinion. Therefore, the government and its relevant departments should establish and improve relevant laws, regulations, and policy systems, and integrate the value requirements of core values into ethics and student codes, so that they become the fundamental guidance for college students' study and life.

6. Conclusions

The recognition of socialist core values of college students in the new era has achieved good results, and it has become a consensus in colleges and universities. Core values are everywhere like the air. At the same time, we must be soberly aware that there are still many problems and challenges in the education of college students' socialist core values identity in the new era. Practically, truly implement the all-round development of college students, let the core values enter the mind and heart, and contribute to the realization of the Chinese dream of great rejuvenation. The achievement of any goal does not happen overnight, and the same is true for core value recognition education, which requires long-term efforts and persistence, and will eventually achieve better development.

Acknowledgements

This thesis is the 2022 annual project of the "14th Five-Year Plan" for social science research in Nanchong City: "Research on the Path of Red Culture Integrating into University Ideological and Political Education from the Perspective of "Micro-Culture" - Taking Red Cultural Resources in Northeast Sichuan as an Example" (NC22C012) Results.

References

- [1] Qian Changzhao. *The realistic implication and path of college students' identification with socialist core values* [J]. *Ideological and Theoretical Education Guide*, 2015(01):132-134.
- [2] Zheng Xiangyun. *Investigation and Research on the Identity Status and Cultivation of the Socialist Core Values of Contemporary College Students* [D]. *Wuhan University of Technology*, 2015.
- [3] Sun Lina, Wei Longfei. *On the specific application of "practice training method" in moral education*[J].*Journal of Jiamusi Institute of Education*, 2012(09):30+38.