

The Role of Marxist Subjectivity Thought in Cultivating College Students' Values

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Abstract: Subjectivity provides a practical path and theoretical basis for the cultivation of college students' values, which is of great significance to solve the realistic dilemma of low effectiveness in the cultivation of values and to consolidate the ideological source of the important content of the cultivation of values. The cultivation of college students' values must be based on the premise of giving full play to their subjectivity in the practice of learning and education. Subjectivity provides a practical path and theoretical basis for the cultivation of college students' values. We should give full play to the youth's subjective consciousness and ability, and establish a value system in line with the characteristics of the times and a practical system suitable for the characteristics of the subject. To strengthen the core values education of college students from the perspective of subjectivity, firstly, we should constantly promote the transformation of the education paradigm of social core values of college students; secondly, we should enhance the effectiveness of the education of social core values of colleges and universities; thirdly, we should be alert to the marginalization crisis of social key values.

Keywords: college student, core values, subjectivity, Cultivation

1. Introduction

Faced with the challenges of the network and new media era, the diversification of social trends of thought has emerged as the edge of "value", social moral problems have highlighted the crisis of "imitation", and the education of college students' values has undergone difficulties and adjustments in terms of methods, contents and strategies, requiring us to go from macro to micro, from shape to internalization, from weight to quality. Continuously enhance the effectiveness of values. Shi Haibing and Zhang Ying (2020) emphasized in the article "Research Review on Emotional Identity of Social Core Values" that "emotional identity, as the intermediate link and psychological foundation of social core values identity, is particularly critical in the process of cultivating and practicing socialist core values". Deng Chunyu (2019) pointed out in the article "Intra-person Communication of Socialist Core Values: Positioning, Existing Problems and Strategic Analysis": "We should focus on the subjectivity of the cultivation and practice of core values, emphasize the internal mechanism of value identity, grasp the main contradictions in the construction of core values, and strengthen the intra-person communication of socialist core values. Grasp the factual logic of cultivating and practicing core values.

Since the 1980s, with the rapid development of subjectivity in philosophy, especially on the basis of the in-depth study of Marxist subjectivity in China, the issue of educational subjectivity has gradually become a hot topic in the field of education in China, and many scholars have made effective studies on the issue of human subjectivity from the perspective of theory and practice. Emphasizing the subjectivity of college students in the education of core values in colleges and universities is not only an inevitable requirement to enhance the effectiveness of the education of socialist core values in colleges and universities, but also the meaning of the all-round development of college students, so it is of great significance to study the subjectivity of college students in the education of socialist core values in Colleges and universities. Throughout the academic circle, there are few achievements in the study of college students' subjectivity from the education of socialist core values in colleges and universities, but the relevant contents permeated and implied in relevant works and papers are relatively rich, which can provide important reference for its excavation and exploration.

2. Connotation of Marxist Subjectivity Thought

The development of western subjectivity can be traced back to ancient Greece. As the basic thought in the development of human culture, the thought of subjectivity plays an important role in the development of western philosophy. The ontological philosophy of ancient Greece explored the origin of the world as the theme, examined the relationship between man and the world, and thus began to explore the subjectivity of human beings, such as Protagoras put forward that "man is the yardstick of all things", Descartes put forward that "I think, therefore I am", Hegel put forward "substance is subject" and so on, but they did not answer this proposition scientifically.

Subject and subjectivity are the core category and important content of philosophy, which refer to the autonomy, initiative, creativity and purpose of human beings as subjects in cognitive and practical activities. The thought of subjectivity in Marxist philosophy holds that the thought of subjectivity comes from practice and has the characteristics of subjectivity, historicity, practicality and finiteness. The exertion of subjectivity is related to many factors such as the cultivation of the subject's ability, psychological and will quality, historical culture, social economy and value orientation. In Marx's view, the subject exists through practice and relies on practice to achieve, which also means that the subjectivity is vulnerable to the influence of the social environment.

Specifically, the subjectivity of college students is mainly manifested in two dimensions: subjective consciousness and subjective ability. The subject consciousness of college students mainly refers to their own role orientation, the content of rights and responsibilities and the way to obtain them. They actively identify, participate in and supervise the work of the school in education and management with the spirit of ownership. They have a strong sense of personal participation, service, supervision and management. The subject ability of college students is mainly the realization path and ability of students' self-growth and free development, which is the ability of students to actively choose favorable conditions and adapt to unfavorable conditions to make their own continuous upward development, and their personal practical ability, development ability, creativity and comprehensive quality are relatively strong.^[1]

3. Significance of Subjectivity Thought to the Cultivation of College Students' Values

Values are the cognition, understanding, judgment or choice based on people's certain thinking senses, that is, a kind of thinking or orientation for people to identify things and distinguish right from wrong, thus reflecting the certain value or function of people, things and things. Values are the core content of value consciousness. Social existence determines social consciousness. The value of objective existence, the value relationship and the value activities of the subject in practice are reflected in people's minds, forming a certain value consciousness, which is further developed by the subject's value consciousness to form values. Thomas Liekona, an American scholar, first put forward the concept of "core values", believing that core values can not only enhance the "goodness" of individuals, but also promote the "goodness" of the whole human race.

Subjectivity plays a "compass" role in the cultivation of college students' values. If a college student does not have enough subjective consciousness and ability, it means that he is not interested in anything, is in a negative state, and even has a very low level of recognition, participation and action, and the whole person is in a "floating" state, there can be no stable values and psychological conditions for cultivating values. If college students have the wrong subjective consciousness and ability, keep high pressure and tension at all times, fall into the trap of "self-realization", bring "individualism" and "heroism" into full play, regard them as the creed of their growth, and the whole person is in a "tight" state, this super-strong false "subjectivity" will not be able to cultivate. Because his own soil has been destroyed. The cultivation of college students' values must be based on the premise of giving full play to their subjectivity in the practice of learning and education. The Subjective role of college students should be brought into play:

On the one hand, subjectivity provides a practical path for the cultivation of college students' values, and solves the realistic dilemma of low effectiveness in the cultivation of values. The cultivation of values is not a unilateral process, but a process of interaction between subject and object, a process of knowing and being known, changing and being changed, and a process of combining theory with practice.^[2] The cultivation of college students' values is not a passive object, but a fully creative subject. In the cultivation of values, college students not only actively recognize and transform the object as the subject, but also readily accept the transformation of the subject as the object, which can

make the needs of the subject and object highly satisfied and unified, and achieve a win-win situation between the subject and object in the practice of educational management. Only when college students become the subject and logical premise, the cultivation of values will not become a mere formality because of the lack of subject, can it really play a role and realize its fundamental concept and value appeal.

On the other hand, subjectivity provides a theoretical basis for the cultivation of college students' values and consolidates the ideological source of the important content of the cultivation of values. The concept of subjectivity is the core concept and basic link of the theoretical system of Marxism, and the thought of subjectivity occupies a very important position in epistemology, historical view and ontology.^[3]The subjective thought of Marxism itself is a part of the Marxist values. To study and apply the subjective thought of Marxism is to guide young people to learn and master the Marxist world outlook and methodology, and to scientifically expound the law of development of things by using the basic principles of Marxism, so as to form the correct thought of understanding and transforming the world. It is very important to cultivate college students' values from the two aspects of mastering and implementing Marxist theoretical viewpoints and using Marxist world outlook methodology.

4. The Enlightenment of Subjectivity Thought on the Cultivation of College Students' Values

Subjectivity provides the practical path and theoretical basis for the cultivation of college students' values, and the corresponding work enlightenment is to use the practical path and theoretical basis provided by subjectivity on the basis of continuously improving college students' subjectivity, and correspondingly establish the practical cultivation system and value theory system of college students' values. In this case, to give full play to the subjectivity of college students, the educational work can be expanded in the following three aspects.

First, the cultivation of college students' values should give full play to young people's subjective consciousness and ability. On the one hand, the university stage is the jumping node of the "jointing and booting stage" of life, and the physiology, psychology and thought are constantly maturing, which needs careful guidance and cultivation. On the other hand, the university stage is the buffer link of "semi-socialization" of life, and gradually becomes an independent individual to get rid of family dependence and face social reality, which needs to cultivate and give full play to subjectivity. The same is true for the cultivation of college students' values, giving full play to their subjective consciousness, so that college students can change from "I want to learn" to "I want to learn"; Give full play to the main ability of college students, let college students change from "learning-oriented" to "learning-doing combination", and finally the values are promoted in the two links of subject consciousness and subject ability.

Secondly, the cultivation of college students' values should establish a value system that conforms to the characteristics of the times. The effectiveness of values cultivation can not be separated from the correctness and scientificity of values and value system itself, and from the construction of value system in line with the main characteristics of College students. On the one hand, we should start with Chinese traditional culture, excavate the values, world outlook and methodology that are highly consistent with Marxism, so that Marxist theory can take root in Chinese excellent traditional culture and truly internalize and externalize it. On the other hand, we should start from the concrete reality of China, in interpreting Chinese practice, constructing Chinese theory and singing Chinese stories, excavate the spiritual culture of socialist core values displayed by "people and things around us" closely related to college students, so as to truly achieve true learning, true faith and true practice.

Thirdly, the cultivation of college students' values should establish a practical system suitable for the characteristics of the subject. The cultivation of college students' values must be obtained through the medium of "practice", rather than "spoon-feeding", "indoctrination" education or beating gongs and drums, which is free from real life and social practice and will inevitably lead to low effectiveness. On the one hand, we should respect the dominant position of college students, follow the law of college students' education and the value system in line with the characteristics of the times, encourage them to "respond" consciously, dare to "shine the sword" and "speak out", and resist bad values with practical actions. On the other hand, we should make good use of the "practicality" and "initiative" characteristics of subjectivity, combine the cultivation of college students' values with their daily social practice, create a brand of "brightening" college students' values education, highlight the cultivation of college students' values and their subjectivity in their growth and development, and minimize the "weariness" and "antagonism" psychology.

5. Research on the Strategies Transformation of Core Values Education for College Students from the Perspective of Subjectivity

The strategy of cultivating college students' values is in urgent need of social attention. Some educators are not accurate in the orientation of the educational content of core values, fail to study and analyze the connotation of core values in depth, have a smattering of knowledge about the source and formation of core values, and do not speak thoroughly. The way of values education is still relatively single, and the main way of values education for college students is the course content, which is often submerged in the systematic knowledge teaching, fails to run through the core values, fails to give full play to the role of practical education, and fails to achieve the superposition effect of theoretical education and practical education. In addition, the overall awareness of teachers on the dissemination and demonstration of core values is relatively weak, and some teachers have problems in their own values. In this case, it is particularly important to give full play to the subjectivity of college students, and the strategies of social core values education in Colleges and universities can be changed in the following three aspects.

Firstly, we should give full play to the subjectivity of college students and constantly promote the transformation of the paradigm of social core values education for college students. Paying attention to the exertion of college students' subjectivity in the education of social core values in colleges and universities is a transformation of the traditional education paradigm, which is a "people-oriented" subjectivity education paradigm. "People-oriented is student-oriented", which requires educators and student administrators to insist on all for the development of students, all for the adult success of students, all with a view to mobilizing and relying on the internal enthusiasm of students. According to the needs of social development and the requirements of educational modernization, educators should inspire and guide the inner educational needs of the educated, create an educational environment of harmonious relationship, spiritual relaxation and information interaction, and organize various educational activities purposefully and systematically. So as to train them to become independent, active and creative social subjects to carry out cognitive and practical activities. In a word, the emphasis on the exertion of college students' subjectivity in the education of social core values in Colleges and universities is based on the realistic college students, the needs and emotions of college students as the driving force, the cultivation and development of college students' subjectivity as the focus, and the promotion of their free and all-round development as the goal, thus realizing the transformation from non-humanism to humanism. It is an inevitable trend of the transformation of traditional education paradigm.

Secondly, we should give full play to the subjectivity of college students and enhance the effectiveness of social core values education in Colleges and universities. In the education of social core values in colleges and universities, the dominant position of educators is excessively highlighted and emphasized, and the subjectivity of college students is not paid enough attention to or even neglected, which leads to the fact that the role of college students is naturally placed on the "object of education". As a "container" of indoctrination, an other exists rather than as itself, so the effectiveness of social core values education in Colleges and universities will be greatly reduced. It emphasizes that giving full play to the subjectivity of college students in the education of social core values in Colleges and universities is more scientific and reasonable than the traditional one-way education on the basis of respecting the subjectivity of college students, and that the starting point of this education has shifted from pan-politicization to the needs of college students' own values and promoting their all-round development. From the over-idealized educational goal to the real life world, the educational goal should be combined with the actual life and self-development needs of college students, and the value orientation should be changed from simply emphasizing the collective to paying attention to the individual, so as to realize the unity of the collective and the individual.

Thirdly, we should give full play to the subjectivity of college students and guard against the marginalization crisis of social core values. Social core values reflect the people's value subjectivity status. People's dominant position in the construction of social core values is directly related to the success or failure of the construction of social core values, in other words, "the marginalization of mainstream values is linked to the lack of people's subjectivity". Although there are various external factors for the marginalization of mainstream values, according to the dialectical principle of "internal causes determine external causes", it is always caused by its own weakening, which is the lack of people's subjectivity, reflecting to a certain extent that people are voluntarily abandoning or neglecting or even excluding core values. Therefore, once colleges and universities neglect the subjectivity of college students in the process of cultivating their social core values, it will lead to the marginalization crisis of social core values. ^[4]

6. Conclusion

The cultivation of social core values of college students in the new era has attracted the attention of scholars from all walks of life. It is of great significance to excavate the internal relationship and mechanism between subjectivity and college students' core values, but more importantly, the cultivation of subjectivity should not only stay in the ideological understanding and emotional identity, but also be reflected in concrete actions, through specific social practice and social support, in order to effectively improve college students' subjectivity. At the same time, the cultivation of university core values does not only rely on the link of "subjectivity", but also on giving full play to the comprehensive advantages of universities, adopting various methods and means to focus on solving this problem, so as to put the cultivation of college students' social core values into practice and highlight its effectiveness. For example: "from the curriculum education, social practice, campus culture, network media four different aspects of education, and from different levels put forward the safeguard mechanism" [5] "to play the role of theoretical teachers, professional teachers and counselors in teaching and educating people, to play the role of campus culture in promoting the cultivation of college students' socialist core values" [6] and so on.

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