

An Analysis of the Inherent Logic, Dilemma and Path of the Integration of Socialist Core Values into College Campus Culture

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Abstract: *Socialist core values and college campus culture have their inherent logic of integration. However, there are still some practical difficulties in integrating socialist core values into college campus culture. Analysis of them will help optimize the integration of socialist core values into college campuses. To further promote the innovative integration of socialist core values into college campus culture, it is necessary to continuously strengthen the dominance and discourse power in the ideological field, build a "big integration" integration pattern, play an effective leading role, accurately grasp the development laws of each subject, innovation and integration the method.*

Keywords: *socialist core values, campus culture, young college students*

1. Introduction

The report of the 19th National Congress of the Communist Party of China pointed out that the core values of socialism will embody the spirit of modern China and unite the whole people to pursue value together. [1] As the frontier of ideological and cultural construction, universities shoulder the important task of cultivating qualified socialist builders and reliable successors in our country. Actively cultivating and practicing the core values of socialism are the core requirements and political tasks of universities. Xi Jinping pointed out: "The value orientation of youth determines the value orientation of the entire society in the future, and youth is in a period of value formation and establishment. [2] It is very important to grasp the value development during this period. It is very important to integrate the core socialist values into the campus culture of colleges and universities. It will help train qualified socialist successors, build a socialist cultural power, and realize the great rejuvenation of the Chinese nation.

2. The generation logic of socialist core values

Marxism believes that the universal concept of "value" is produced in people's treatment of foreign objects that meet their needs. Value reflects the interest needs between the subject and the object and the relationship between satisfying interest needs. All "foreign objects" that meet the needs of the people's interests are created by the people, and the satisfaction of the needs of the people's interests marks the realization of value. [3] The purpose and realization of this value includes three dimensions: First, the people get real economic, political, cultural, social, ecological and other benefits, including the realization of rights and interests; Second, continuous progress towards the goal of common prosperity; Third, The goal of the free and comprehensive development of human beings is consistent, and the development conditions of human needs, abilities, personalities, relationships and other aspects are constantly improving.

The core values of socialism are formed in the process of the improvement and development of socialism with Chinese characteristics. They are a concentrated expression of the contemporary Chinese spirit. They reflect the laws of human social development, have their inherent laws and qualities, and help contemporary Chinese people understand and transform the world. Especially for modern young people, they must master the core values of scientific socialism in order to guide their own practice. Since the 18th National Congress of the Communist Party of China, Xi Jinping has attached great importance to the establishment and practice of core socialist values, and in many cases has issued important statements and put forward clear requirements. [4] In October 2017, Xi Jinping pointed out in the report of the 19th National Congress of the Communist Party of China: The core values of socialism are to

demonstrate the core values of socialism for national education and spiritual civilization, and the focus is to cultivate the next generation responsible for national rejuvenation. Integrate the core socialist values into all aspects of social development, and transform them into people's emotional identity and behavior habits. [5] The great interest and strong enthusiasm have provided important guidelines for people to cultivate and practice socialist core values, and pointed out the future development direction.

3. The role logic of university campus culture

Colleges and universities are the carriers of culture, and the construction of campus culture is the inevitable task of colleges and universities. Campus culture plays an important role in personnel training, leading social trends, and showing the image of the country.

3.1 Educate people with culture

The fundamental role of culture is to shape people with cultural people. Xi Jinping once pointed out that the foundation of higher education lies in establishing morality and fostering people. At the same time, what the country and society need are all-round development of high-quality talents, and the majority of young students must be nurtured through a positive cultural atmosphere. In the process of talent training, cultural education is not a simple supplement of knowledge. Cultural education itself is the purpose of education. It should pay attention to the long-term effect of culture to benefit students for life. Therefore, colleges and universities should pay attention to the special function of cultural education, and play a positive role in the cultivation of talents.

3.2 Leading social culture and showing national image

The fundamental characteristic of university culture lies in leading and advanced nature. Throughout the ages, universities have played an indispensable and unique role in the inheritance and innovation of culture, influencing and leading the development of human civilization. The role of colleges is not only in personnel training and scientific research, but in adhering to political positions and leading the direction of social culture. Therefore, in the process of building a socialist and cultural power with Chinese characteristics, universities are not only 'participants', but also demonstrators and leaders. At the same time, as the trend of globalization continues to deepen, the exchanges between China and other countries are getting closer and closer. Xi Jinping has repeatedly emphasized that in the process of foreign exchanges, it is necessary to tell the Chinese story and spread the Chinese voice. Based on this, building a good college campus culture will be an important window to show the soft power of the country's culture and establish a good image of the country.

4. The internal logic of integrating socialist core values into college campus culture

4.1 The core values of socialism are consistent with the theoretical logic of college campus culture

Based on the perspective of cultural philosophy, from the static dimension, the socialist core values and the university campus culture belong to the category of cultural existence, they are the products of specific object activities by specific objects; from the dynamic dimension, the socialist core values and the university campus culture belong to the category of cultural existence. Campus culture also belongs to the category of cultural activities, they are the process of specific objects carrying out specific object activities. The socialist core values are playing their functions with people in the mutual unity of cultural phenomena and cultural activities. In other words, socialist core values and university campus culture, as two cultural phenomena and cultural activities, will inevitably form a functional interaction in the same cultural field. Since both are important components of the socialist culture with Chinese characteristics, both of them serve the socialist culture with Chinese characteristics, no matter as the result or process of the socialist cultural practice. Therefore, the functions of the two are consistent in theory, they can maximize the function of educating people in the socialist cultural practice with Chinese characteristics.

4.2 The core values of socialism are in harmony with the practical logic of college campus culture

Cultivating and practicing the core ideas of socialism is not only a theoretical issue, but also a practical issue. This means that how to realize, cultivate and practice the core values of socialism is one

of the main challenges that we need to continue to face. The "*Opinions on the Development and Practice of Socialist Core Values*" issued by the Central Committee of the Communist Party of China, clarified the main significance, guiding ideology, main requirements and specific measures of cultivating and practicing the socialist core values, and repeatedly mentioned the suggestion of combining the socialist core values with the construction of campus culture, focusing on the cultural influence of the campus.[6] In the "*Ideological and Political Construction Theory Course Reform and Innovation Implementation Plan*" released in December 2020, At the university stage, the emphasis is on enhancing students' mission responsibilities. Consciously practice the core values of socialism and guide students to strive to become qualified socialist builders and trustworthy successors. [7]On the one hand, this series of expositions discussed the core values of socialism and the practical possibility of integrating university campus culture, on the other hand, it also requires hands-on practice for specific development and research.

4.3 The integration and mutual promotion of socialist core values and college campus culture

As the core and soul of socialist culture with Chinese characteristics, the core values of socialism belong to a high-level cultural existence, while campus culture, as one of the manifestations of socialist culture, belongs to a low-level cultural existence. Although the status of the two is not the same, they are both important elements in the category of socialist culture. Through the cultural bond, there is mutual promotion between the two in the process of integration.

First of all, the core values of socialism are the guidance of university campus culture. University campus culture is a unique cultural phenomenon and spiritual outlook formed in the field of university culture, and it is one of the manifestations and important signs of the university's comprehensive strength. For this reason, driven by the core socialist values, universities must continue to improve their cultural soft power while ensuring the basic direction of school management. At the same time, the campus culture of the university is an important part of the socialist culture, and it plays a pivotal role in enriching all aspects of the campus culture. Therefore, the cultural construction of the university is guided by the socialist core values, which creates a high-quality cultural field for the main body of campus culture, which is more conducive to the campus cultural education function of the university.

Moreover, campus culture is the main carrier for cultivating and practicing the core values of socialism. As a high-level cultural existence, the socialist core values can be better accepted by people only in the process of interacting with low-level cultural existence. Cultivating and practicing socialist core values in the whole society cannot be separated from the main carrier of college campus culture, which is determined by the special role of colleges and universities in the social cultural system. Mainly shown in the following points. Firstly, the university is an important place to cultivate and practice the core values of Chinese socialism. Due to the large population base and complex social composition in our country, there are differences in the degree of recognition of the core values of socialism among people; but in general, groups with a relatively high level of education must be the key groups for propaganda and training. As a relatively concentrated area of intellectuals, colleges and universities are more likely to spread advanced ideological culture and values here; at the same time, the main body of the campus has the characteristics of active thinking and strong accepting ability, and it is easier to accept and form correct values. Only when the core values of socialism are universally recognized by teachers and students in the majority of colleges and universities, can they have a better impact on the whole society and create an effective form of cultivating and practicing the core values of socialism. The result of the whole society landing. Secondly, the cultivation and practice of core socialist values in the whole society requires the use of college campus culture platforms. Colleges should creating a healthy and good campus culture system and a positive cultural atmosphere, in order to achieve a subtle guiding role for teachers and students. In addition, cultivating and practicing the core values of socialism outside universities also need to give play to the radiation function of university campuses, and influence the learning and reference of other groups in society.

5. The practical dilemma of integrating socialist core values into college campus culture

At present, in the process of practicing the core values of socialism and integrating into campus culture, universities in China are constantly advancing with the times and actively innovating. However, there are still real difficulties and challenges, such as the lack of control of mainstream ideology, the lack of coordination among school organizations, the lack of integration of socialist core values, the inaccurate grasp of the main body's development law, and the lack of innovation in integration methods are still to be resolved.

5.1 Mainstream ideology control needs to be strengthened

Incorporating core socialist values into the construction of university culture is essentially an organic combination of Marxist theory in campus thinking, which ensures our university is always loyal to the direction of socialism. In the actual practice process, there are still some problems, which are mainly manifested in the following aspects: First, some universities are not clear about the direction of the school's operation, and the goals are not really understandable. The direction of university development has led to the ambiguity of the integration of core socialist values, or a deviation from the construction process of university campus culture. Second, the construction of ideological fronts lacks systematic and effective management. For example, ideological fronts such as classrooms, clubs, and cyberspace are often neglected. This has led to the continuous spread of some non-mainstream ideological statements. College students who are in a critical period of value formation and establishment, they will be easy to receive some wrong thoughts and speeches. The third is the inability to grasp the ideological status of the majority of students. Many counselors and teachers are often unable to make accurate judgments on the ideological and moral status of students, and are not aware of the individual differences of the student body. When educating students in mainstream ideology, they often adopt flooding education, which lacks direction and accuracy, the effect is not satisfactory.

5.2 School organizations lack a coordination and linkage mechanism

In the process of promoting the cultivation of socialist core values, the organizations of colleges and universities lack a unified and coordinated work layout. In practice, there are the following problems: One is the lack of leadership. The integration of the core socialist values into the cultural construction of colleges and universities requires overall planning and continuous advancement at the school level, which requires a strong driving force. At present, some colleges and universities often promote the construction of campus culture by the propaganda department or the academic department, which lacks integrity and system. The second is that the coordination of various departments and organizations is not enough. In the process of integrating the core values of socialism into the cultural construction of colleges and universities, each department of the school often has a situation where each department is responsible for it. It is difficult to achieve the integration process of all staff and all-round participation in the whole process; but also there is often duplication or conflict construction, which is time-consuming and has no results. Moreover, the role of grassroots party organizations and student organizations has not been adequately played. In many schools, the role of grassroots organizations has been weakened.

5.3 Insufficient integration of functions

Leading the construction of campus culture with socialist core values is a political issue that must be carried out, at the same time how to lead is a practical issue. The effectiveness of guidance depends on the function of socialist core values integrated into college campus culture. The main reason for insufficient effective guidance is insufficient integration. The current problems of insufficient integration are mainly as follows: First, insufficient integration. In practice, the phenomenon of weakening the core values of socialism exists to varying degrees. The second is the lack of depth of integration. Integration is not simply a sympathy, but a blending and co-construction based on the formation mechanism of socialist core values and the law of college campus culture construction. It is worth noting that although the current colleges and universities' practice of cultivating socialist core values is not uncommon, it is often just a formality and lack of depth, failing to achieve the effect of leading the trend of thought. The third is the lack of integration. At present, the cultural construction of various dimensions has the phenomenon of islanding, and the cultural construction of various dimensions has not formed a development pattern of point-to-face integration.

5.4 Inadequate grasp of the main body development law

Incorporating the core socialist values into the construction of campus culture needs to grasp the laws and nodes of development in order to improve the effectiveness of integration. The current problems are mainly as follows: First of all, it ignores the overall management of the law of campus culture development, only passively integrates the core socialist values, but ignores the development needs of campus culture, and fails to find the right time and key nodes for the integration of the two. The second is to ignore the grasp of the nodes of ideological development of faculty and staff. Some colleges and universities regard the cultivation of socialist core values only as students in school, and neglect the cultivation of faculty and staff. The third is to ignore the accurate grasp of the students' main interest

needs, emotional development, and ideological development laws. The integration method lacks effectiveness and pertinence, which may cause students' rebellious psychology and reversal effects.

5.5 Lack of innovation in integration methods

Integrating core socialist values into university campus culture, the current lack of innovation is mainly manifested in: First of all, there is no way to integrate them into the school's rules and regulations. Many universities record the core values of socialism in their school rules and regulations, but they have not yet integrated their spiritual requirements. Secondly, colleges need to improve the integration method to establish a university network culture. The university's network culture satisfies the spiritual needs and behavioral habits of university students. Through the Internet platform, it has realized the widespread dissemination of the core values of socialism, but there is no qualitative leap in practice. The third is the lack of daily integration. To make the core value of socialism ubiquitous in the air, but many universities lack the ability to incorporate the core value of socialism into their academic discourse system.

6. The analysis of the path for the integration of socialist core values into college campus culture

In the face of a series of problems in the integration of socialist core values into college campus culture in the new era, in-depth promotion of socialist core values and innovative integration of college campus culture requires continuous enhancement of the dominant and discourse power in the ideological field, and the construction of a "big integration" Integrate into the pattern, play an effective leading role, accurately grasp the development law of each subject, and innovate the methods of integration.

6.1 Adhere to the direction of Marxist ideology

The core value of socialism is the expression of Marxist ideology, and incorporating it into the construction of university campus culture further supports the leadership of Marxism in the field of ideology. The first is to clarify the direction of socialist education. Our university is a party-led university and a socialist university with Chinese characteristics. Colleges and universities must adhere to the guidance of Marxism, fully implement the party's educational policy, unremittingly cultivate and promote socialist core values, and guide teachers and students to be firm believers in socialist core values. The second is to strengthen the building of ideological positions and strengthen the mainstream ideology. In the new media environment, campus social thoughts are more diversified. It is necessary to set the direction, seek consensus, and establish leadership in a multicultural environment, and promote all useful ideas to be integrated into the ocean of Marxist ideology. At the same time, it is necessary to effectively prevent and resolutely resist everything harmful to students. The third is to accurately grasp the dynamics of students' thoughts. It is necessary to conduct an overall detection and analysis of students' ideological dynamics, accurately analyze their development status, discover their dynamic changes in time, and make development trend predictions in advance. At the same time, colleges must also be good at grasping and analyzing the subjectivity and difference of students' thoughts, and carry out ideological guidance work on the principle of different people and teaching students in accordance with their aptitude, so as to improve the pertinence and effectiveness of ideological work.

6.2 Building a "Great Integration" work pattern

The important prerequisite for integrating the socialist core values into the construction of campus culture in colleges and universities is that party committee cadres must play the role of the core leadership and formulate a set of linkage work patterns. The first is to require the persons in charge of the university party committee to focus on the integration work. The leading group should organize special seminars on a regular basis every year, check the orientation, coordinate the guidance, and use the strong leadership of the party to provide a strong impetus for the integration work. The second is to make it clear that all departments of universities are responsible for ideological and political work. The various organizational departments of the school should ensure that the collaborative work of various departments is normalized, and form a working mode of co-management. The third is to give full play to the role of grassroots party organizations and student organizations. The grass-roots party organizations and student organizations are groups closer to students. They must play their guiding and exemplary role to the majority of students, establish a pioneer image, and set an example in promoting the integration of socialist core values into the construction of college campus culture.

6.3 Play the functional role of effective guidance

After the socialist core values are integrated into the cultural construction of colleges and universities, its leading role is mainly realized through the value edification and behavior shaping of campus culture. In this sense, in order to effectively play its leading role, it must be effectively integrated into the construction of campus culture. One is to increase integration. Meet the requirements of socialist core values into teaching materials and classrooms, and at the same time play its leading role in school forums and academic discourse systems, make it work in the same direction, and form a coordinated linkage mechanism. The second is to tap the depth of integration. On the basis of fully grasping the internal logic, the core values of socialism should be the internal driving force leading the construction of campus culture. The third is to expand the breadth of integration. The core values of socialism must be integrated into all aspects of campus culture , like campus material culture, spiritual culture, institutional culture and behavior culture, maintain the coordinated development of cultural construction in all dimensions, give full play to the unique educating function of each dimension, and form cultural mutual promotion.

6.4 Accurately grasp the development law of each subject

To effectively integrate the socialist core values into the campus culture of colleges and universities, we must grasp the opening time and nodes of the campus culture. One is to grasp the law of development of campus culture. Campus culture is diverse, and its development time lies in the exchanges and conflicts between diverse cultures. At this time, the campus culture is facing the problem of where to go. This is the best time to integrate the core socialist values, which can set the direction. The second is to integrate the core socialist values into the behavioral culture of faculty and staff. The key to the cultivation of students lies in the teachers, and the quality of the teaching staff directly determines the ability and level of the university. The ideological concepts and behavior habits of faculty and staff in colleges and universities have the most direct and subtle influence on students. Therefore, colleges and universities should pay close attention to the development law of faculty and staff to realize the targeted integration of socialist core values. The third is to accurately grasp the law of students' growth. From this perspective, the university stage is a critical period for the formation of student's values, and at different stages of the university, there are different development nodes in the formation of their values. Through an effective ideological and political work, students' interest demands and thoughts can be discovered and grasped in time. Combining solving the needs of students' interests with solving ideological problems can better stimulate students' recognition of the core values of socialism, and can better cultivate and practice the core values of socialism.

6.5 Innovative and effective integration methods

Based on the new characteristics of current college students and campus culture, when incorporate socialist core values into campus culture, colleges should pay attention to method innovation to improve the effectiveness and appropriateness of integration. One is to integrate the core socialist values into the institutional culture construction. Laws and regulations reflect clear values. Socialist laws and regulations directly affect people's understanding and conscious practice of socialist core values. A good system can provide a guarantee for the integration of socialist core values. The second is to integrate the core socialist values into the network culture construction in universities. Young college students are accustomed to online reading methods, and the establishment of campus network culture has become a new field of university campus culture. It is necessary to use the internet platform to enable students to consciously pay attention to and actively accept the meaning and emotion contained in the core socialist values in the form of the Internet they like. At the same time, online and offline work must be closely integrated to ensure the healthy growth of young students under the influence of socialist core values. The third is to insist on the daily integration method. In order for values to truly work, they must be incorporated into social life so that people can recognize and truly understand them. And also need to pay attention to the close connection between what we promote and people's daily life. [8]Only when teachers and students are willing to accept the promoted cultural activities can they further realize the core value of cultural activities. Let socialist core values become the daily necessities of young students like air, and continuously enhance the life breath of socialist core values, so that young students can grow into new era youths who are responsible for national rejuvenation in the nurturing of socialist core values.

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