

An Analysis of the Identification of College Students' Values at Private Universities

Lei Li^{1*}

Heilongjiang International University, Harbin, 150025, Heilongjiang, China

*Corresponding author e-mail:lilei@hiu.net.cn

ABSTRACT. In the context of the new era, this paper takes college students in private universities as the research object, starts with the identification of socialist core values, and combines Marxist value theory and socialist theory with Chinese characteristics. From the perspective of the development of new media and the impact of multiculturalism in the new era, this paper analyzes the challenges faced by college students' socialist core values identity in the new era, and explores the reasons for the challenges facing college students' socialist core values identity in the new era. In addition, this paper proposes strategies to cope with the challenges facing the socialist core values of college students in private universities in the new era.

KEYWORDS: New Era; Private Universities; Multiculturalism; Socialist Core Values

Introduction

The Chinese education system has always taken the fundamental task of establishing morality and fostering people. As an important part of higher education, private colleges and universities cultivate the socialist values of college students in the new era, and continuously train and deliver talents with firm beliefs to the society. This is a new era subject that educators need to face together.

I. The Challenges Facing the Identity of the Socialist Core Values of Private College Students in the New Era

1.1 Challenges Brought by the Development of New Media

First, negative information on the Internet has affected the status of mainstream values. While the development of network technology has brought us convenience, it has also brought many negative effects. In the era of new media, the Internet is full of negative information such as money worship, hedonism, violence, pornography, and antisocialism. This has caused a false guide to the ideas and concepts of college students who are not very resistant, and gives college students an illusion in the free cyberspace. In a social survey, 73.2% of college students have experienced cyber violence and cyber bullying, causing inner panic among college students and affecting real life and study. This kind of cyber pollution has a significant negative impact on the construction of college students' values.

Second, online public opinion events have led to deviations from core values. The timeliness and effectiveness of network information dissemination have increased the initiative of the information publishers. Negative practices and rumors can easily form a crisis of public opinion in a short time. In the well-informed network, college students, as the mainstream group using social media, often express their values by blindly forwarding and evaluating without understanding the background of public opinion and the truth of the matter. This has made public opinion incidents intensified, and even evolved into offline violent conflicts, causing uncontrollable social impact.

¹Author: Lei Li, Female, Han nationality, born in February 1983, doctoral candidate, Associate researcher, Minister of Propaganda of the Party Committee of Heilongjiang International University, head of the Ideological and Political Department, main research direction: ideological and political education.

Third, the negative culture of the Internet has diluted the patriotism of college students. The network has no time and space limitations, which makes the distance between people unlimited. As a result, negative western cultural thoughts affect Chinese college students in the new era regardless of time and space. As we all know, during the entire process of the Sino-US trade war, the real fact is that the United States has unprovoked suppression of China, involving the import of Apple mobile phone accessories. The majority of Apple mobile phone users are young people, leading to “Huawei fans” and “Apple fans”. From an objective point of view, those who support Huawei or Apple have lost their rational patriotism, which will inevitably lead to a reduction in the appeal of the core socialist values to the young student group.

1.2 Challenges Brought by Conflicting Ideologies

The concept of ideology is proposed from the perspective of philosophical epistemology and political ethics. Marx and Engels made a new interpretation of ideology in “German Ideology”: “The leaders of the regime will transform the thought or ideology they represent into a form that is acceptable to the general public, thus sketching out a socially rational, Ideological content with universal enlightenment significance to the people.” In the new era, college students are facing two major changes that have not been seen in a century and the great rejuvenation of the Chinese nation. Therefore, it is very important to keep a firm ideological position.

First, the struggle in the field of international ideology has weakened the acceptance of college students’ socialist core values. General Secretary Xi pointed out: “The world is in an era of great development, great change and adjustment, and peace and development are still the themes of the current era.” In the new era, the global governance system has undergone profound changes, and the relations between countries have become closer and closer. Western countries have brought ideological prejudices into other countries’ political, economic, and cultural ideological fields and have developed more hidden forms. As a result, the scheme to affect the stability of the political power in many developing countries is secretly realized. Although the links between countries have become more and more important to the economy, the objective facts of judging the distance between countries based on the similarities and differences of ideology still cannot be ignored. The youth student group is the distribution center of mainstream social media, and it is also very likely the origin and spread of rumors. College students who lack independent and rational thinking can easily be misled and blindly follow the trend, thereby distorting their cognition and judgment on the core values of mainstream socialism.

The second is that domestic ideological struggles interfere with the identification of socialist core values. In March 2019, General Secretary Xi Jinping pointed out in a speech at a seminar for teachers of learning ideological and political courses: “The most fundamental thing for a successful ideological and political theory course is to fully implement the party’s educational policy, and solve the problem of who to train and how to train people and for whom. To implement the party’s educational policy in the new era, we must adhere to the guiding position of Marxism, implement the socialist ideology with Chinese characteristics in the new era, and adhere to the direction of socialist education.” The four years of university is an important stage in shaping youth values and outlook on life. At this stage, college students must establish the correct political direction and cultivate a high degree of recognition of socialism with Chinese characteristics. At the same time, it is necessary to resist the lack of Marxist beliefs and the deviation of core socialist values caused by various utilitarianism, neoliberalism, postmodernism, universal values and other Western thought trends, and strengthen the recognition of the core socialist values of college students in the new era.

1.3 Challenges Brought by Multicultural Thoughts

The first is the challenge of neoliberal cultural thoughts to the socialist core values of college students. After my country entered a new era, its opening to the outside world has gradually increased, and neoliberal thoughts have taken on new forms. General Secretary Xi Jinping emphasized at many meetings: “We must resolutely put an end to and prevent the erosion and proliferation of reactionary trends such as bourgeois liberalization. Film is one of the most comprehensive cultural arts in modern society, and is also the largest and most influential cultural industry, carrying the mission of dissemination of different nationalities and different cultures. In daily life, American films and

European films have a significant impact on the ideological construction of college students. In particular, American movies are still spreading the negative cultural views and values of “personal heroism” and “liberalism” in the West with their powerful technical support. These severely affected the recognition of college students’ socialist core values.

The second is the challenge of postmodernism to the recognition of college students’ core values. In the new era, all-media pan-entertainment and marketing are everywhere, and the public has adapted to this kind of “culture.” At present, entertainment has been upgraded from a marginal culture to a common attitude and way of life. This phenomenon is called the “post-modern society” culture. Postmodernism is flooded among college students and the surrounding areas. The popular phenomenon of “anchor with goods”, “net celebrity with goods”, and “fan economy” are all consumer groups with college students as the mainstream. They are pursuing brands, and their comparison is serious. Their irrational consumption has deviated from correct values. A survey result shows that 97.4% of students have heard of online loans, and nearly 50% of students have participated, mainly for purchasing electronic equipment and paying tuition. This shows that the postmodernist trend of thought has a negative impact on the socialist values of college students in the new era.

The third is the challenge that utilitarianism has brought to college students’ recognition of socialist core values. From an ethical point of view, “utilitarianism” refers to the behavior of seeking advantages and avoiding disadvantages in the process of individual pursuit of happiness; from a political point of view, “utilitarianism” simply believes that the superposition of individual happiness is the standard to maintain the collective or the country run. Therefore, “utilitarianism” focuses on individualistic thinking, takes personal interests as the starting point, and takes personal utilitarianism as the core. It has a strong narrowness, which seriously hinders college students’ recognition of the core socialist values.

II. Strategies for Coping with the Challenges of Socialist Core Value Identity of College Students in Private Universities in the New Era

2.1 Strengthening college students’ ideological understanding of socialist core values

At present, college students generally have insufficient understanding of the importance of the socialist core values. The fundamental reason is that the education subject is not effective in guiding college students' identification of socialist values, which makes the college students' understanding of the connotation of socialist core values low.

The first is to raise awareness of the importance of identification with socialist core values. From school-level leaders to middle-level cadres to teachers, we must first achieve a high degree of unified education and make it clear that college students are the builders and successors of the future socialist cause. The education of socialist core values for college students is an inevitable requirement for the smooth progress of socialism with Chinese characteristics in the new era. The education of socialist core values is a systematic and long-term task. The education of socialist core values is included in the daily education and teaching plan to improve the quality and ability of the ideological and political teachers. In addition, it is necessary to formulate regulations on the teaching system of socialist core values, explore ideological and political elements in various disciplines, and carry out the education of socialist core values in all aspects.

The second is to strengthen the understanding of the Marxist beliefs of college students. In terms of educational themes, we will unswervingly follow the Marxist road, strengthen the integration of Marxist educational theory and current reality, and use actual examples to prove the scientific, forward-looking and important status of Marxist beliefs; In addition, it is necessary to improve the ability of college students to discriminate between multiple cultures, teach them to handle the relationship between the mainstream Marxist ideology and other non-mainstream ideologies, guide students to explore the excellent connotation of traditional Chinese culture, and continue to provide in-depth education to college students .

The third is to strengthen college students’ recognition of the goals of socialist core values. In order to inspire college students to have confidence in the country, cultivate family and country feelings, and deeply explore the educational and guiding functions of national spirit, traditional culture, and

patriotism education on the core socialist values. In addition, it is necessary to strengthen social practice activities and second classroom activities, the principles of honesty and friendliness, the social value orientation of freedom and equality, and establish correct values, views of right and wrong, and views of honor and disgrace, and enhance the national self-confidence of college students.

2.2 Broaden the educational channels for college students to identify with socialist core values

The first is to give play to the effectiveness of university ideological and political education. The ideological and political education class is the most direct way to cultivate the identity of the socialist core values, and it uses the most common language and the closest examples in life to make ideological education live. Ideological and political teachers should clarify the training goals of each subject of ideological and political education, break through the original teaching mode of traditional knowledge system, establish modern teaching concepts, and reform result-oriented ideological and political teaching. In addition, serious and interesting courseware should be used to cultivate university physiology, independent thinking and judgment, and lay the foundation for accepting socialist core values.

The second is to increase the proportion of college students' ideological and political teaching practice courses. The immutable ideological and political theory courses are likely to cause boring psychology to college students. We must pay attention to heuristic education, guide students to find problems, analyze problems, and think about problems, so that students can draw conclusions naturally in the continuous inspiration. Here, it is very important to be able to tell stories and tell good stories. Ideological and political courses should tell the stories of the Chinese nation, the Chinese Communist Party, the People's Republic of China, and especially the stories of the new era. Students should be allowed to participate in teaching practice courses. This will provide a platform for active participation of students who are curious and enthusiastic. Students will discuss and teach in groups according to different topics, and teachers will give comments, so as to quietly infiltrate the core socialist values into the classroom.

The third is to give play to the power of home-school cooperation. Native family is an important factor affecting the values of college students. Parents are the children's first teachers. Parents' words and deeds directly affect students' judgment of values. Once values are formed, they will directly affect college students' various choices and perspectives when they enter society. Therefore, it is necessary to strengthen the integration between society, school and family. Parents' rich experience and life experience are influenced by mainstream values, which will directly affect students' behavior habits and the angle of dealing with problems. Therefore, the key is for parents to actively communicate with students, to guide students with the school in a targeted manner, and to improve the effectiveness of cultivating college students' socialist core values.

2.3 Construct a good environment for college students to identify with socialist core values

The first is to innovate the original education and teaching model, and reasonably implement the education of socialist core values. Under the open conditions of the new era, we are facing major changes unseen in a century, the impact of multiculturalism and multiple media communication channels. We must change the original teaching model, continuously strengthen our self-learning ability, and analyze the importance of values from a higher perspective.

The second is to standardize the network media communication environment so that the communication of socialist core values occupies a major position. A fresh network environment is of great significance to fostering the recognition of college students' socialist core values. We must continue to improve laws and regulations, fully consider the balance between national security, market interests, and freedom of speech, and ensure a healthy development environment for social media. In addition, it is necessary to continuously strengthen the interactive exchanges with developed countries in network governance, learn from relevant advanced successful experiences of foreign countries, and ensure the relative freedom of social media content; It is necessary to continuously improve the accuracy and objectiveness of the network supervision system, resolutely prevent the distribution of illegal and unhealthy information such as pornography and violence on social media, and create favorable conditions for cultivating college students' core socialist values.

The third is to improve the ability of relevant government departments to handle public opinion information. Strengthen and bring into play the functions of local cybersecurity and informatization departments, improve the establishment of functional departments and staffing, strengthen staff's ideological education and sense of social responsibility, and improve service awareness. Functional departments should change the concept of "service" and actively participate in the management of social media. In particular, the service in the cultural field of social media should be relaxed and moderate, to help college students eliminate the dissemination of negative information on the Internet, give correct guidance, and firmly grasp the direction of public opinion, so as to avoid greater public opinion reac

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