

# Research on Status Quo and Educational Countermeasures of Ideal and Belief for College Students in Guangdong

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**Abstract:** Facing the diversification of social thoughts and the complex and changeable international situation, it is necessary to seek new ways and new methods for college students' ideals and beliefs education. This project is based on investigation and research, analyzes the influencing factors of the ideals and beliefs of Guangdong college students, puts forward corresponding countermeasures for the existing problems, and solves the key problems of ideals and beliefs education. Specific countermeasures include: carrying forward the excellent Chinese traditional culture and strengthening the education of socialist core values; actively carrying out social practice activities and continuously enhancing the sense of social responsibility and dedication; changing the discourse method of ideal and belief education and actively using micro-media to carry out education; continuously optimizing the educational environment of ideals and beliefs and giving full play to the combined effect of multi-party education; strengthening the training of will and ability and giving full play to the self-education function of college students' ideals and beliefs; innovating the official WeChat platform education methods and using online public opinion supervision to strengthen guidance.

**Keywords:** college students; ideal and belief; influence factors; status quo; problems; countermeasures

## 1. Introduction

Ideal is a spiritual phenomenon peculiar to human beings, a beautiful vision derived from a reasonable imagination of the future, and a scientific foresight that comes from reality and is based on reality. Ideal, as a special form of consciousness, takes the reality of the future as the goal and guides people to achieve scientific ideas and plans through conscious struggle and hard practice. Belief is an organic unity of cognition and will. It is a mental attitude and mental state that people have established on the basis of certain knowledge, and believe in certain thoughts or things. Ideals and beliefs are not simply the addition of "ideals" and "beliefs", but ideals and beliefs form a harmonious and unified organic whole, which is gradually derived as society changes. College students' ideals and beliefs consist of two levels. From a simple level, it refers to the stable and scientific rational judgment and value pursuit of college students in the process of their own development in the course of their own development; from a profound level, not only refers to one's own beautiful vision of the blueprint for future development, and also includes the ideals and beliefs of integrating personal ideals with the common ideals of the country, nation and society.

Ideal and belief education for college students refers to the process that educators use in accordance with the laws of social development, combined with the characteristics of the physical and mental development of college students, have a level and planned impact on college students, and guide college students to establish lofty life goals and practice them in practical activities. Facing the impact of diversified social thoughts and the complex and changeable international situation, it is easy to shake the persistence of college students in communism and socialism. Through the education of ideals and beliefs for college students, we will guide college students to establish lofty ideals and beliefs, integrate their personal ideals with the lofty ideals of communism and the common ideals of socialism with Chinese characteristics, and give college students the spiritual support for the lofty rejuvenation of the Chinese nation.

## 2. Theoretical Basis of Ideal and Belief Education for College Students

The theoretical basis refers to the basic concepts, categories, judgments and reasoning of a subject.

Marxism-Leninism, Mao Zedong Thought, and the Theoretical System of Socialism with Chinese Characteristics are important theoretical foundations for the education of ideals and beliefs for college students, as well as scientific theories for creating souls and educating people.

(1) Marxism-Leninism. Marxism is an ideological weapon for the proletariat to understand and transform the world. Its main feature is the combination of science and revolution. It profoundly reveals the general laws of the development of the objective world, especially human society. Leninism is Marxism in the era of imperialism and proletarian revolution. Firm ideals and beliefs must be built on a deep understanding of Marxism-Leninism and a deep grasp of the laws of history.

(2) Mao Zedong Thought. Mao Zedong Thought is the theoretical achievement of the first historic leap of the Sinicization of Marxism. It is a valuable spiritual wealth obtained by the Communist Party of China and the Chinese people through hardships, a scientific guide for the Chinese revolution and construction, and the spiritual pillar of the Chinese nation. Mao Zedong Thought is the product of the combination of the basic principles of Marxism-Leninism and the concrete reality of the Chinese revolution. It is the crystallization of the collective wisdom of the Chinese Communists and is also an important theoretical basis for the education of ideals and beliefs for college students.

(3) The Theoretical System of Socialism with Chinese Characteristics. The Theoretical System of Socialism with Chinese Characteristics is a scientific theoretical system that includes Deng Xiaoping Theory, the important thinking of 'Three Represents', and the concept of Scientific Development. Xi Jinping's Thought on Socialism with Chinese Characteristics for the New Era is an important part of the theoretical system of socialism with Chinese characteristics. Guided by the theoretical system of socialism with Chinese characteristics, conduct ideal and belief education for college students, and promote college students to realize their personal ideals in social development.

### **3. Analysis on Status Quo of Ideal and Belief for College Students in Guangdong**

The survey found that most college students currently have positive and clear life goals, have lofty and firm ideals and beliefs, believe in Marxism, and agree with socialism with Chinese characteristics. On the whole, the mainstream thinking of college students is healthy and upward, and individual tends to be utilitarian and nihilistic. Analyze the status quo from both positive and negative aspects:

(1) The ideals and beliefs of most college students are positive. Political ideals and beliefs are firm, adhere to the leadership of the party, agree with Marxism, agree with the road of socialism with Chinese characteristics, have broad ideals and lofty communist beliefs; professional ideals and beliefs are pragmatic, clarify personal aspirations and pursuits for future careers, and be able to combine their own conditions, hobbies and social needs, complete career planning, have the pioneering and innovative professional spirit; have a positive life ideals and beliefs, have an optimistic life attitude, can use knowledge or labor to fill their free time, and actively participate in various social practice activities.

(2) The ideals and beliefs of a small number of college students are negative. Ideals and beliefs are vague and confused, lack of solid mastery of Marxist theory, lack of in-depth theoretical knowledge learning, lack of in-depth thinking about the philosophies contained therein, and lack of responsibility for some tasks[1]; lack of lofty ideals and beliefs, resulting in spiritual emptiness or even a spiritual desert. It is impossible to feel the richness of spiritual life, and it is impossible to undertake the historical responsibility given by the times; lack of hard work spirit, lack of self-consciousness and initiative in learning, superior growth environment, wasted time, greed for pleasure, and lack of perseverance, and can not resist outside temptation.

### **4. Influence Factors of Ideal and Belief for College Students in Guangdong**

Many scholars have conducted research on the influencing factors of college students' ideals and beliefs. Some scholars have conducted research from both the international environment and domestic reality; some scholars have conducted research on economic, political, cultural, social and ecological aspects; some scholars have conducted research from the aspects of economy, politics, culture, society and ecology. Research is carried out in two aspects: psychological cognition and social perspective. Through in-depth investigation and research, this topic summarizes the influencing factors of the ideals and beliefs of Guangdong college students into factors such as society, school, family, individual, and the Internet. The brief description is as follows:

(1) Social factors[2]. Affected by the subtle influence of western culture, some college students with weak immune ability have illusions in their thinking, shake their ideals and beliefs, indulge in material enjoyment, and become sleepy in their spiritual world. According to the profit-seeking principle of the market economy, some college students regard the satisfaction of material interests as the highest goal of their behavior, abandon their ideals and beliefs, and ignore the lofty ideals.

(2) School factors[3]. Through education in ideological and political theory, situational policies, and professional knowledge, the school improves college students' recognition concepts and ability to distinguish right from wrong, recognizes social responsibilities, and establishes correct ideals and beliefs. The school has a dogmatic tendency in ideological and political related theories and situation policy education, which has a negative impact on college students' ideals and beliefs.

(3) Family factors[4]. The initial formation of personal ethics and values is in the family. The degree of intimacy and trust between family members plays a role in the spiritual realm of individuals that cannot be achieved by social education and school education. The guiding methods and content of the parents' education of their children's ideals and beliefs play an important role in forming a positive outlook on life and values for college students.

(4) Psychological factors. Ideal and belief, as the subject's psychological activity, has its own psychological structure and process, and is the unity of objective constraints and subjective initiative. The formation of ideals and beliefs has its complicated psychological mechanism. The complexity is manifested in the diversity of psychological factors, the systematic of psychological structure, the complexity of psychological processes, the multi-dimensionality of interaction and the multi-end of intervention influence.

(5) Network factors. Network culture is subtly changing the way of thinking and behavior of college students. Cyberspace has broken the information monopoly, triggered a conflict between closed management and open thinking, made traditional education in a multicultural environment, and weakened the effectiveness of ideal and belief education. A large amount of online cultural rubbish has a negative impact on the ideals and beliefs of college students.

## **5. Problems of Ideal and Belief Education for College Students in Guangdong**

The survey found that the current ideal and belief education for college students in Guangdong has the following problems:

(1) Severely impact by multiculturalism. Multiculturalism means that with the increasing complexity of human society and the development of information circulation, the renewal and transformation of culture is also accelerating, and the development of various cultures is facing different opportunities and challenges. As the most sensitive group of college students, their ideals and beliefs are easily affected by multiculturalism, manifested in money worship, historical nihilism and hedonism[5]. Some college students lose themselves, even abandon their ideals and beliefs, weakening their sense of national identity.

(2) Ideal and belief education becomes formalistic[6]. The ideal and belief education of college students at the current stage lacks the breath of life, and the content of education is far from current affairs hotspots, social situations and development of the times. It is difficult to gain the understanding and recognition of students. It shows serious formalism and may even lead to mental confusion and confusion among students. Conflicts of values have caused the content of ideal and belief education to deviate from the corresponding code of conduct, and the requirements of ideal and belief education cannot be implemented in practice, and they are negatively affected by wrong thoughts.

(3) The content of education is timeless. Ideal and belief education has the characteristics of the times. With the development of society and the changes of the times, the themes of ideal and belief education in different historical periods are different, and the requirements for social members are also different, thus presenting the theoretical quality of advancing with the times[7]. At present, the content of college students' ideal and belief education is lagging behind, unable to adapt to the development of the times, neglecting the attention and analysis of practical problems, unilaterally emphasizing the loftiness of ideals and beliefs, lacking appeal and attraction, and finally becoming a pale and weak preaching.

(4) Ideal and belief education lacks practical links. Ideal and belief education also requires practical activities, but some colleges and universities do not pay much attention to practical activities and fail to

carry out a variety of practical activities inside and outside the school, resulting in low ideological awareness of college students and a low sense of responsibility and mission for the Chinese dream in the new era. In terms of practical content, the education of ideals and beliefs does not enable college students to use the knowledge they have learned in the classroom, and cannot solve the practical problems encountered in daily life. The cognition and practice are seriously out of touch.

## 6. Countermeasures of Ideal and Belief Education for College Students in Guangdong

College students' ideals and beliefs education is a complex systematic project, which requires three-dimensional construction from theory to practice, from form to content, from present to long-term, to build a three-dimensional joint force of the country, society, colleges and college students to produce an effective effect. Based on investigation and research, the problems existing in the ideal and belief education of Guangdong college students, refer to the research results of relevant literature, and propose the following countermeasures:

(1) Carry forward the excellent Chinese traditional culture and strengthen the education of socialist core values. Integrate excellent traditional culture into the ideal and belief education of college students, feel the charm of traditional culture in a subtle way, enhance the ability of college students to resist bad thoughts, strengthen their ideals and beliefs, and grow into high-quality qualified talents who meet the development requirements of the new era. The contents of patriotism and honesty and trustworthiness are given new connotations of the times, and they are displayed in a way that is loved and seen, and the acceptance of excellent traditional culture is improved[8]. At the same time, strengthen the education of socialist core values, focus on spiritual guidance for college students, integrate learning, thinking and life practice, and constantly perceive and comprehend the power of values as they grow up, and gradually form a correct world outlook, outlook on life and values.

(2) Actively carry out social practice activities and continuously enhance the sense of social responsibility and dedication. Social practice is an important link for college students to enter the society, and it is also a manifestation of the combination of education and practice. College students must not only possess a wealth of professional knowledge, but also must possess comprehensive business capabilities. Social practice is an important link in the education of ideals and beliefs for college students. It has an irreplaceable role for college students in understanding society, understanding national conditions, exercising perseverance, cultivating character, and enhancing their sense of social responsibility. Carry out social practice activities, consolidate the theoretical teaching results, deeply experience the contents of the professional knowledge that reflect the achievements of human civilization, promote the national spirit, embody the scientific spirit, and reveal the essential laws of things, cultivate the spirit of innovation and practice, and enhance the sense of social responsibility.

(3) Change the discourse method of ideal and belief education and actively use micro-media to carry out education. The essence of the right to speak in ideological and political education is value dominance, which is the guidance and ideological control of college students by specific educational subjects. Micro-media, represented by social software such as Weibo and WeChat, carries out cultural dissemination and information exchange in short, refined, multi-means and multi-modal expressions, spreads at a rapid rate of geometric growth, and has super impact and shock. The ideal and belief education of college students in the micro-media era needs to start with concepts, content and channels, and continuously strengthen teachers' right to speak. Be good at using micro-media to carry out extracurricular education, pay attention to communication skills, pay attention to protecting personal privacy, and guide college students to consciously learn online ideal and belief resources.

(4) Continuously optimize the ideal and belief education environment, and give full play to the combined effect of multi-party education. Educational environment refers to a multi-system that takes education as the center and restricts and regulates the emergence, existence and development of education. Marx pointed out: "people create the environment, and the same environment creates people." Bad educational environment hinders the normal development of education, causing a vicious circle between the educational environment and education, and producing negative functions; good educational environment promotes educational development and produces positive functions. Correctly understand the educational environment faced by college students' ideals and beliefs, enhance the education subject's sense of anxiety, follow the law of university growth, optimize the social environment, campus environment and family environment, give full play to the full role of multi-subject education, and resonate emotionally and spiritually.

(5) Strengthen the training of will and ability, and give play to the self-education function of college students' ideals and beliefs. It integrates the tempering of college students' will and quality into the whole process of education, teaching and daily management, and combines professional characteristics to vigorously carry out labor education and hard work education, so that college students will gradually develop the tenacious quality of facing setbacks, not afraid of difficulties, and brave to pioneer[9]. Guide college students to consolidate professional knowledge, improve professional skills, shape comprehensive literacy, and enhance creative analysis and problem-solving capabilities based on their lofty ambitions. The real education is to develop good habits, enhance self-ability, and carry out self-education. Therefore, the subjective function of college students should be brought into play to strengthen the systematic, pertinence and effectiveness of theoretical study, and enhance the cognition of ideals and beliefs.

(6) Innovate official WeChat platform education methods, and use online public opinion supervision to strengthen guidance. The WeChat public platform is a brand-new service platform for Tencent to provide business services and user management capabilities for individuals, enterprises, and organizations. The information dissemination method is interactive and equal, and can carry various types of campus information release and dissemination. Use the official WeChat platform to carry out ideals and beliefs education, use mobile Internet equipment and software as the carrier, short and refined content, informationized pictures, and vivid videos to achieve the effective integration of offline resources and online education, and make up for the shortcomings of traditional classroom education[10]. The guidance of public opinion will penetrate into the formation process of college students' ideals and beliefs, strengthen the supervision of public opinion guidance, stimulate the role of positive public opinion, and eliminate negative influences.

## 7. Conclusion

Ideals and beliefs are the concentrated expression of the value and meaning of life. Ideal and belief education is the basic content of college students' ideology and politics. The development of ideal and belief education for college students is an objective need to train builders and successors of the cause of socialism with Chinese characteristics, an urgent need to realize the Chinese dream of the lofty rejuvenation of the Chinese nation, and lead colleges to cultivate reality need talents. Face up to the problems existing in the education of ideals and beliefs for college students, seek new ways and methods for the education of ideals and beliefs for college students, and broaden the path of ideals and belief education for college students, which has become the sacred mission given by the times. Through in-depth investigation and research, this project puts forward corresponding countermeasures against the problems in the ideal and belief education of Guangdong college students. The purpose is to comprehensively promote the education of ideals and beliefs, guide college students to strengthen their belief in Marxism, establish lofty ideals and beliefs in communism, and become socialism. Qualified builders and reliable successors of the career. The subject of the survey has certain limitations, and the analysis of the topic is not thorough enough. The proposed countermeasures still need to be tested in practice, and more in-depth and systematic research is needed to put forward more practical solutions.

## Acknowledgement

This work is supported by The 13th five-year planning and research project of education science in Guangdong province (2018JKDY14): Research on status quo and educational countermeasures of ideal and belief for college students in Guangdong.

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