

Ideological Identity Analysis of College Students in the New Era of Xi Jinping Based on Psychological Perspective

Wang Jingjing

Hubei University of Arts and Science, Hubei Xiangyang, 441000, China

ABSTRACT. *This study first decides the direction and development path of socialist advanced culture from Marxism. The socialist core values are the concentrated embodiment of socialist advanced culture. The basic path of socialist advanced culture construction is "not forgetting the origin, absorbing the outside world and facing the future". The national scientific mass socialist culture is the socialist first. Four aspects of the basic characteristics of the advanced culture of socialism are deeply understood. Then the main channel role of Ideological and political theory course should be brought into full play in Colleges and universities. The advanced culture education of socialism should run through the whole process of teaching, lay a solid foundation for the "four self-confidence". Colleges and universities should fully tap the educational resources of the advanced culture of socialism, and enhance the students' self-esteem towards the "four self-esteem". The value identity of "Xin" and Marx once said that all social life is essentially practical. Colleges and universities should take the construction of socialist advanced culture as the research object, actively build research and communication platforms, concentrate on theoretical research and propaganda and interpretation, and discuss four aspects of vigorously enhancing the "four self-confidence" of contemporary college students.*

Keywords: *Psychological Perspective; College Students; Xi Jinping's New Age Thought; Identity*

0. Introduction

General Secretary Xi Jinping profoundly pointed out in the report of the Nineteenth National Congress of the Party: "Culture is the soul of a country and a nation. Cultural prosperity and prosperity, strong culture and strong nation. Without high cultural self-confidence and cultural prosperity, there will be no great rejuvenation of the Chinese nation. We should adhere to the road of socialist cultural

development with Chinese characteristics, stimulate the innovation and creativity of the whole nation's culture, and build a strong socialist cultural country. Socialist advanced culture is rooted in the excellent traditional and revolutionary cultures of China. It forms and develops in the great practice of our Party's unity leading the people of all nationalities in socialist construction and reform. Cultural inheritance and innovation is one of the four basic functions of higher education in the new era. Colleges and universities should strengthen the "four self-confidence" of contemporary college students by vigorously studying, exploring and promoting the advanced socialist culture.

1. Deeply Understanding the Scientific Connotation of Socialist Advanced Culture

The report of the Nineteenth National Congress of the Communist Party of China pointed out: "We must adhere to Marxism, firmly establish the lofty ideal of communism and the common ideal of socialism with Chinese characteristics, cultivate and Practice Socialist Core values, constantly strengthen the dominant power and discourse power in the ideological field, promote the creative transformation and innovative development of Chinese excellent traditional culture, inherit revolutionary culture and develop socialism first. To enter culture, we should not forget the origin, absorb foreign countries and face the future, so as to better construct the spirit, value and strength of China and provide spiritual guidance for the people. This series of incisive expositions profoundly reveal the scientific connotation of advanced socialist culture. Specifically, it can be understood from the following four aspects.

1.1 Marxism determines the orientation and development path of socialist advanced culture

Marxism is the fundamental guiding ideology of our Party and state building. On the fundamental issue of upholding the guiding position of Marxism, we must be firm and unswerving. We must not waver at any time or under any circumstances. Only by advancing towards the lofty ideal of communism, the highest social ideal pursued by Marxism, can the advanced socialist culture have lasting vitality and strong creativity and inspiration^[1].

1.2 Core Values of Socialism are the Centralized Embodiment of the Advanced Socialist Culture

It embodies the core concept of advanced socialist culture from three aspects: the value goal at the national level, the value orientation at the social level and the value criterion at the individual level. It embodies the interdependence of the state, society and individuals, the compatibility of traditional and modern cultures, the harmonious coexistence of local and foreign cultures, and highlights the socialist precedence. The unique charm of culture^[2].

1.3 "Never forget the origin, absorb the outside world and face the future" is the basic path of socialist advanced culture construction

Inheritance, integration and innovation are the only way for cultural development. To develop socialist advanced culture, we should not forget the original, vigorously inherit and carry forward the fine traditional Chinese culture, absorb the essence and moral essence of Chinese excellent traditional culture, absorb foreign elements, strengthen cultural exchanges and integration, learn from and absorb the outstanding achievements of the world's civilization, face the future, and drive innovation as the driving force to promote the great development and prosperity of the advanced socialist culture^[3].

1.4 Nationality's scientific mass socialist culture is the basic characteristic of advanced socialist culture

The advanced socialist culture guided by Marxism correctly reflects the universal law of the development of nature, society and thinking, and is highly scientific. It originated from five thousand years of Chinese civilization and maintained a strong national character. At the same time, it reflects and represents the fundamental interests of the broad masses of the people, realizes the unity of the people as creators and enjoyers of social material and spiritual wealth, and fully reflects the popularity^[4].

2. Enhancing the "Four Confidences" of Contemporary College Students

Colleges and universities are not only the important bases for personnel training, but also the frontier for the research and development of advanced culture

and the dissemination of advanced culture. We should always stand at the strategic height of cultivating socialist modernization builders and successors with all-round development of morality, intelligence, physical fitness and beauty, vigorously develop socialist advanced culture, enhance contemporary college students' road self-confidence, theoretical self-confidence, institutional self-confidence and cultural self-confidence in socialism with Chinese characteristics, and gather great youth strength for realizing the great rejuvenation of the Chinese nation.

2.1 Colleges and universities should give full play to the role of the main channel of Ideological and political theory course, run socialist advanced culture education through the whole process of teaching, and lay a solid foundation for "four self-confidence"

Firstly, according to the characteristics and nature of different courses, we should divide the work reasonably and integrate the advanced socialist culture education into the teaching of various courses organically. Secondly, case teaching method, comparative teaching method and discussion teaching method are adopted to stimulate and improve the enthusiasm and initiative of learning. Thirdly, the practice teaching of socialist advanced culture education should be carried out by means of the second classroom, social investigation and on-the-spot investigation so as to deepen students' understanding of socialist advanced culture. Fourthly, teachers should be encouraged to deepen their study and discussion of the advanced socialist culture, and to practice the firm believers, active disseminators and exemplary practitioners of the socialist ideology with Chinese characteristics in the new era of Jinping^[5].

2.2 Colleges and universities should fully tap the educational resources of advanced socialist culture and enhance the value recognition of "four self-confidence" among college students

One is to build a high-quality university culture in accordance with the requirements of the direction of advanced culture. Leading the construction of university culture with socialist core values, we should form unique spiritual culture, institutional culture, academic culture, management and service culture and environmental culture, so that university culture can infiltrate students' minds and strengthen students' value recognition of "four self-confidence" in a subtle way. Second, we should vigorously promote cultural quality education. Combining with

the content and requirements of socialist advanced culture, we should establish the curriculum system of cultural quality education, innovate the carrier of education, build a platform of education, transform culture into students' quality, and promote students' all-round development^[6].

2.3 Marx once said that all social life is essentially practical

Colleges and universities should constantly strengthen the cultivation of "four self-confidence" in practice, build a platform for practical education such as "three rural" social practice and voluntary service, so that young college students can perceive the tremendous progress and outstanding achievements of socialism with Chinese characteristics, understand the essence of socialist advanced culture, feel the charm of socialist advanced culture, and further strengthen it through personal practice and practical observation. "Four Confidences"^[7].

2.4 Colleges and universities should take the construction of socialist advanced culture as the research object, actively build research and communication platforms, and concentrate on theoretical research and publicity and interpretation

To strengthen the research and interpretation of the connotation, content system and characteristics of socialist advanced culture, we should excavate and condense the samples of socialist advanced culture. We should build up the consciousness of questions and give convincing answers to the puzzles of young college students on the basis of careful research, so as to improve the ability of mass communication of advanced socialist culture. We should carry out collaborative innovation, jointly carry out major scientific research projects, achieve substantive results in key areas, constantly promote theoretical innovation, and improve the level of dissemination of advanced socialist culture^[8].

The Nineteenth National Congress of the Party pointed out the direction for the development of advanced socialist culture in Colleges and universities. Institutions of higher learning should adhere to the road of socialist cultural development with Chinese characteristics, stimulate cultural innovation and creativity, vigorously develop advanced socialist culture, effectively enhance the "four self-confidence" of contemporary college students, and contribute to the realization of the goal of "two hundred years".

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