

Research on the Path of Cultivating the Socialist Core Values of College Students in the New Era

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Abstract—Socialist core values are the value orientation of the development of socialist social sciences and an important part of Xi Jinping's theory of socialism with Chinese characteristics in the new era, and the value core of Marxist guiding ideology. In the new era, the ideological and behavioral of college students play a role of standardization and direction determination through the socialist core values. Research on the path of cultivating the socialist core values of college students in the new era is of great significance to the cultivation of socialist builders and successors with all-round development of morality, intelligence, physical fitness, beauty and labor. We should infiltrate socialist core values into all aspects of college students' study and life, form people's habits and emotional identity, and give full play to the guiding role of socialist core values in the establishment of spiritual civilization, the production and dissemination of spiritual and cultural creation and national education.

Keywords—socialist core values; the new era; path of College Students

I. EDUCATION AND TEACHING OF IDEOLOGICAL AND POLITICAL THEORY COURSES BEAR THE LOFTY MISSION OF LI DE SHU REN (TAKE HIGH MORAL VALUES ESTABLISHMENT AND PEOPLE CULTIVATION)

A. *The content of socialist core values should be strengthened in Ideological and political theory teaching*

Ideological and political theory courses in Colleges and universities in China have strong socialist ideology. The Nineteenth National Congress of the Communist Party of China has put forward the basic task of carrying out the Party's educational policy in an all-round way, and putting forward higher requirements for the construction of Ideological and political theory in Colleges and universities.

In order to carry out core values education on the platform of Ideological and political theory course in Colleges and universities, great efforts should be made in teaching ideas, teaching methods, teaching means and mobilizing students. First, innovative teaching ideas should be made. Educators should renew their innovative ideas, break the limitations of classroom teaching in a pragmatic manner, integrate classroom teaching with extracurricular thematic education activities, and

integrate red resources flexibly into classroom teaching. At the same time, we can link theoretical teaching with current hot topics. Whether an educator can really agree with a theory or value concept depends on whether the theory or value concept can give the educator the impetus to promote and realize their own development goals. Educators must stand at the height of ideological guidance, based on national conditions and social reality, based on students' actual interests and ideological demands, and give patient explanations from theory to practice. In the process of communicating with students, we should highlight the "three advocacy" in the core values. Talent training is an open system. When college students' theoretical knowledge and professional knowledge cannot explain their doubts about various phenomena in the real society, they will doubt or even change their value orientation. Therefore, educators must shoulder the important mission of Cultivating College Students' core values and missionary work.

B. *The education mode of socialist core values needs to be explored in the teaching of Ideological and political theory*

At present, there are abundant research results on the teaching mode of Ideological and political theory course. According to the teaching mode of Ideological and political theory course, the teaching mode can be divided into theoretical teaching mode and practical teaching mode, and the teaching mode of combining theory with practice. These three teaching modes do not exist in isolation, but contain and integrate each other. In the actual teaching process, no matter what kind of teaching mode the educators adopt, they should embody the "student-oriented" teaching concept. The educational concept of "student-oriented" in Ideological and political theory teaching means that in the initial, middle and late stages of teaching activities, we should adhere to the principle of "student-oriented", truly respect, understand and care for students, in order to meet the normal learning needs of college students and promote their overall development. Face development is the fundamental starting point of Li De Shu people. Based on this, under the guidance of this teaching idea, we can establish the teaching order safely and effectively. In the process of Cultivating College Students' socialist core values, theoretical education and practical activities are indispensable links. As the main link of controlling the direction of education and laying the theoretical foundation in the teaching process, theoretical education and practical activities are the best ways to solve the problem of students' different knowledge and behavior.

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[2] Provincial Educational Science Planning Record Topic in 2017, 'Research on the Countermeasure of Promoting Financial and Economics College Students' Ability to Create Two-way Trains under the Background of Talents Supply Side in the New Era', (GBC1317061)

II. USE MULTIPLE CARRIERS TO EXPAND PRACTICE CHANNELS

Practice is an important part of Cultivating College Students' socialist core values. How to integrate the beneficial resources of society and universities and play the main channel role of ideological position is an important proposition of Ideological and political education. Guiding college students to set up correct behavioral concepts and take behavioral habits as the starting point to ensure the consistency of Ideological and political education theory and practice. Helping students form good behavior habits is an important way for college students to practice socialist core values. Practicing core values can be manifested in different ways, such as Qing Ma Project, volunteer service, charitable donation, cultural support, charitable public welfare activities and so on.

Education of core values in environmental education makes material culture the carrier of value education. The material state culture takes material form as the matrix, and has the main characteristics of curing and perceiving. To give full play to the educational function of the value orientation of material culture is to actively create a natural and humanistic environment conducive to the cultivation and practice of values in schools. Building a beautiful, peaceful and humane learning environment is not only the greatest manifestation of the student-oriented concept, but also an important means to stimulate college students to love nature, close to campus culture, love friendship, and further cultivate their sentiments. Therefore, it is also an important content of value education. This is mainly to make full use of the rich resources of science popularization and education in the area where the school is located, as well as the public natural resources such as school history, archives, museums, libraries and statues of persons with memorial significance or inspiration, and actively carry out value education. Values education should also be supported by psychological consultation and create a healthy psychological atmosphere. Therefore, we should strengthen the timeliness, authority and credibility of the mainstream public opinion, give full play to the advantages of Ideological and political work in Colleges and universities, and actively guide the healthy development of public opinion in schools. At the same time, we should also do a good job of psychological counseling and counseling for college students, solve their doubts in time, and do a good job of guiding negative public opinion. We should strengthen exchanges and communication with college students and cultivate their healthy and independent personality.

III. INNOVATE THE ADVANCED CULTURE CONSTRUCTION OF CAMPUS

A. *Leading the construction of campus culture with the socialist core values*

Colleges and universities are educational places to train young college students to become adults. They place their hopes on the great rejuvenation of the Chinese nation. The report of the Nineteenth National Congress of the Communist Party of China pointed out that "we should focus on training new people of the times who are responsible for national rejuvenation, strengthen education guidance, practice

cultivation and system guarantee, and give full play to the leading role of socialist core values in national education, the establishment of spiritual civilization and the creation, production and dissemination of spiritual and cultural products." Therefore, the construction of campus culture cannot be separated from the socialist core value system. The construction of campus culture and network culture should be guided by socialist core values, and the spiritual beliefs of college students should be fostered through system construction and practice so as to realize the quiet education guidance of moistening things. First of all, we should lead the campus culture trend with the socialist core values. The ideological trend of campus culture in Colleges and universities is closely related to the ideological and political quality of College students. The healthy ideological trend of campus culture has a direct impact on the subjective consciousness, moral quality and social responsibility of College students. Secondly, we should guide and protect the campus cultural system with the socialist core values. The content of socialist core values, especially at the citizen level, is deeply rooted in campus culture. It can enhance the applicability of university rules and regulations, and promote the normal formation of campus culture in an orderly manner with the participation and suggestions of multiple subjects. The third is to lead the campus network culture with the socialist core values. Campus network culture is an important part of University culture. Ideological guidance is very important for the healthy development of campus network culture. With the rapid development of Internet and information technology, it is necessary to promote the spirit of the times and spread positive energy through the channels and platforms of campus network, campus forum and so on, in order to bring into play the role of socialist core values in the construction of spiritual civilization in an innovative way, taking into account the physical and mental needs and characteristics of College students. It will determine or influence whether college students can form correct and positive world outlook, outlook on life, values and optimistic attitude.

B. *Pay attention to the role of the carrier of campus culture*

Socialist core values have distinct mainstream ideological characteristics. Only by incorporating the content of core values into daily cultural activities, can the core values be transformed into college students' emotional identity and behavior habits. This mainly requires two cultural carriers, one is traditional festivals, the other is campus culture. Two. Make full use of the carrier of traditional festival activities, excavate and inherit the ideological concepts, humanistic spirit and moral norms contained in the excellent traditional Chinese culture; give full play to the educational function of the carrier of campus culture, and deeply implant social responsibility, personal morality and integrity, scientific spirit and volunteer service spirit in the hearts of College students. At present, the role of these two vectors is still insufficient. For example, the traditional festival activities have not received enough attention, and have not injected new vitality into it with the development of the times. Some foreign festivals have taken root in China. Although Christmas celebrations are mainly commercial, they still have a strong attraction. At the same time, the traditional festivals in China have gradually lost their momentum of

development, festival ceremonies are not strong, and people's participation in the traditional culture behind the traditional festivals and sense of substitution are gradually decreasing. Only by endowing traditional festival activities with the value of the times can they generate new momentum for development and glow the style of the times.

IV. GIVE FULL PLAY TO THE GUIDING ROLE OF THE MASS MEDIA

The work of the cultural ideological front in Colleges and universities requires ideological and political educators to use the Internet as a medium, sing the mainstream ideology, carry forward the main theme, correct the ideological concepts of College students, and help them establish and improve their outlook on life, world outlook and values. At the same time, it also accords with the call of "strengthening the construction of Internet content, establishing a comprehensive network governance system, and creating a clear network space" clearly put forward in the report of the Nineteenth National Congress of the Communist Party of China. The University news propaganda network is the official medium for our party and government to give full play to the leading role and political core role of the party in the school. It is also an important base for singing the main theme and playing the role of the mainstream ideological position fortress. The propaganda function plays an important role. School, college leaders and ideological and political theory teachers can use the campus core news and propaganda network to convey the Party's major principles and policies, firmly grasp the correct direction of public opinion, promote the propaganda of the socialist core value system, and promote the excellent traditional culture of the Chinese nation and the advanced socialist culture. Enriching the spiritual and cultural life of College students, promoting regional and local economic and social development, promoting social progress in an all-round way, and contributing to the realization of the great dream of the Chinese nation.

At present, under the opportunities and challenges brought by the new media and network public opinion, we should vigorously promote the main theme of the socialist core value system on the core news website, and strengthen the coverage and integration mechanism of the content of the socialist core value system. By establishing and perfecting the management system and supervision and guarantee mechanism of campus network, we can effectively combine the publicity of socialist core value system with the network media. At the same time, through relevant regulations and administrative means, the socialist core value system firmly occupies the network platform, resolutely resists the non-socialist trend of thought in the West, and restricts the propaganda of non-mainstream Internet information content. In reality, Internet public opinion shows the coexistence of authenticity and falsehood, rational views and irrational emotions. College students are called upon to carry out and participate in activities such as "civilized Internet access" and "clean network", so as to cultivate their ideological and moral accomplishment, enhance their awareness of network responsibility and improve their ability to distinguish between right and wrong. Strength is an effective way to resist the negative information on the Internet. At the

same time, it strictly manages the campus network propaganda and resolutely eliminates the dissemination of negative information. Through setting up high-quality interactive websites and excellent ideological and political course platforms, such as online forums and practical evaluation, the information content disseminated by the network platform will be more ideological and attractive. Integrating the socialist core value system into the network propaganda has become a powerful teaching method that can be popularized and practiced.

V. ABSORB CULTURAL NUTRITION IN THE INHERITANCE AND INNOVATION OF EXCELLENT TRADITIONAL CULTURE

The social values and the mainstream value system in ancient China are the core of Chinese traditional culture and have undergone a long-term evolution. When he visited Shandong, Xi Jinping listed more than 10 important concepts in Confucianism. It is also true to learn from time to time and to learn from time to time; to save myself in three provinces every day; to use courtesy and courtesy more precious, to dwell in it, to learn from the past, to learn from the new, to be able to teach; to see the wise and think about the wise, to see the bad and to reflect on oneself. These concepts are precious treasures of Chinese culture, which are the internal ways of cultivation and practice. As far as external approaches are concerned, at the national and social levels, we should deepen the reform of the system and the construction of innovative mechanisms, form policies, regulations and institutional environment conducive to the cultivation and practice of socialist core values, and support and guarantee the cultivation of socialist core values and the practice of their value objectives through institutions and mechanisms. Making full use of intangible cultural heritage such as traditional festivals, folk customs and traditional handicraft, giving full play to its function of moistening things silently, concreting the value consensus of traditional culture, at the same time, combining with the characteristics of College students, enriching and tapping its internal vitality, and innovating its evolution form, so as to make traditional culture glow with a new era style. Pick. At the University level, we should further improve the University Charter and related management system to ensure that it can lead the value orientation of the socialist core value system. Great times call for great spirits, lofty undertakings need to be guided by examples, and universities need the demonstration effect of examples. We should create civilized campuses, carry out CD-ROM campaigns and propaganda of spiritual civilization activities such as filial piety and respect for the elderly, and establish a credit system. Inspired from the bottom of their hearts, college students' respect for goodness and yearning for beauty make it become the spiritual strength and moral nourishment of this era.

VI. SUMMARY

Socialist core values are the value orientation of the development of socialist social sciences and an important part of Xi Jinping's theory of socialism with Chinese characteristics in the new era, and the value core of Marxist guiding ideology. Research on the path of cultivating the socialist core values of college students in the new era is of great significance to the

cultivation of socialist builders and successors with all-round development of morality, intelligence, physical fitness, beauty and labor.

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