

# Socialist Core Values Cultivation Path for College Students

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**Abstract.** China is in the period of reform and transformation, and accurately grasping the characteristics of the times and the cultivation path of college students' socialist core values, is the era subject of ideological and political education in colleges and universities. To cultivate the socialist core values of college students, we must give full play to the advantages of ideological and political education in colleges and universities, and raise the level of cultivation of socialist core values. We must take care of the spiritual world of college students. The innovative mechanism of fostering socialist core values should pay attention to the daily life of college students and innovate the core values of socialist culture. It is necessary to build a campus culture atmosphere and innovate the socialist core values cultivation model to strengthen the institutional mechanism.

## 1. The Background of the Cultivation of College Students' Socialist Core Values

Under the current globalization era, personnel exchanges, information transmission, economic ties, and cultural exchanges are becoming more frequent worldwide. The rapid development of multiculturalism and new media has become the background of the cultivation of the socialist core values of college students.

### 1.1 The impact of global multiculturalism on the cultivation of college students' values

Along with economic globalization, the world's time and space has been reduced to a global village by modern technology. The various cultural trends and multiculturalism in the Western world are ubiquitously affecting China's local culture, giving college students more opportunities to contact Western philosophy. Appreciate Western art, experience Western lifestyles, and think about Western values. Under the background of globalization, the interweaving of multiculturalism makes college students inevitably influenced and impacted by Western values and lifestyles, which makes college students show a diversified trend in value and value pursuit, and give contemporary college students a socialist core values. Come to new challenges

### 1.2 The Influence of Domestic Social Transformation on the Formation of College Students' Values

The development of college students' values is not only deeply influenced by globalization, but also closely related to the development of China's economy and society. After more than 30 years of reform and opening up, China is now entering a period of economic transition, accelerated social transformation and prominent social contradictions. Various social hotspot issues are superimposed, and various concepts and ideas are intertwined, which will inevitably affect the values of college students. At present, the pace of new urbanization is greatly accelerated, and the social pattern changes from closed to open, resulting in a huge change in lifestyle. The transformation of Chinese society will have a tremendous impact on the values of society as a whole. This will inevitably lead to changes in the values of college students in many aspects, such as: money worship and hedonism are rampant, traditional values are diminished and individualism is relatively inflated, lack of belief and

indifference. Social transformation will bring changes in values to college students. It is necessary to strengthen the cultivation of the socialist core values of college students based on these changes

### **1.3 New media has a profound impact on the values of college students**

In the new media era, information dissemination presents a state of “no barrier in time”, “no barrier in space” and “no barrier in content”. The vast network of information has a profound impact on college students' ideological concepts and moral cognition. The instant interactivity of new media makes college students happy to express themselves with new media, which has affected the original methods and effects of the cultivation of socialist core values. Faced with the diversified value orientation and the influence of multiculturalism, if students are not properly guided, their values may be biased, which is not conducive to the formation of socialist core values.

## **2. The Cultivation Path of College Students' Socialist Core Values**

This is the issue that the counselor pays most attention to and focuses on. The research perspective is diverse and the results are the most abundant. The cultivation path with higher consensus is as follows.

### **2.1 Leveraging new media such as the Internet**

In the era of new media, information dissemination has broken through the limitations of traditional regions, time, and media. Tiny mortal charity, such as "the most beautiful driver" and "the most beautiful teacher", can reflect the positive energy of the society and the good things can quickly spread to the whole society. Acts that harm others, self-interest, and forgiveness, may also encounter "human flesh search", which is exposed in the whole society. By embedding the core values in these materials and examples, we can provide inexhaustible fresh materials and typical examples for us to carry forward the core values of socialism, so that college students who like new media will gradually accept and recognize in the subtle.[1]. College students often use the new media such as Weibo, QQ, WeChat to perceive the world, participate in the society, share their feelings, and use these platforms to share tiny things and vivid models with college students, triggering their emotional resonance and establishing “micro”. "Faith" infiltrates the cultivation of socialist core values into the daily life of college students. At the same time, it timely discovers and corrects the value orientation of college students who are contrary to the core values of socialism

### **2.2 Focus on the advantages of red cultural resources**

The red culture was formed by the Chinese Communist Party leading the people in the difficult and tortuous revolutionary war era and the arduous exploration of socialist construction with Chinese characteristics. Its distinctive features are to highlight and carry forward the firm communist ideals and beliefs of the older generation of revolutionaries, the spirit of heroic and tenacious revolutionary struggle, the fearless dedication and the spirit of innovation that dares to be the first. This is the precious spiritual wealth left to us by history. The existing revolutionary relics, sites, and a large number of memorial sites (cabines) have given us a materialized carrier to understand these spirits. Therefore, inheriting the red culture and interpreting the revolutionary history, its powerful ideological and political education function is incomparable to schools and books. Giving full play to the unique political education function of the red culture, strengthening the education of the communist ideals and beliefs of college students, and cultivating their socialist core values are the most influential and good-effect path choices. This is also the fundamental reason why many researchers choose this perspective to explore the cultivation path of college students' socialist core values. Some researchers have proposed that the red culture provides rich educational resources, correct value orientation and diverse forms of education for the cultivation of socialist core values of college students. It is an effective carrier for the cultivation of socialist core values of college students [2].

### **2.3 Give Full Play to the Advantages of College Ideological and Political Education**

Some researchers have proposed the "big thinker" education concept, that is, to change the past, relying solely on ideological and political theory teachers, traditional classroom teaching to complete the ideological and political education in colleges and universities, focusing on the construction of the socialist core values education system. In addition to fully controlling the main position of ideological and political theory teaching, all the teachers of the university and the relevant departments of the party and government should exert their respective advantages and take a multi-pronged approach to actively participate in the whole process of cultivating the socialist core values of college students. Among them, through the ideological and political theory class to strengthen the rational cognition of college students on the core values of socialism, through strengthening the construction of counselors, the socialist core values will be cultivated deep into the dormitory life and class life of college students, truly normalize and create positive A harmonious environment of harmony and love. At the same time, strengthen the construction of campus culture environment, use the campus network, window, exhibition board, radio, school newspapers and other media to strengthen positive publicity and guidance, and carry out flexible and diverse theme campus cultural activities from time to time to form a comprehensive, three-dimensional interactive socialism. The core values foster networks and continuously enhance the effectiveness of the cultivation of socialist core values [3].

### **2.4 Strengthen the construction of institutional mechanisms**

The construction of institutional mechanisms has a long-term and fundamental significance for the cultivation of college students' socialist core values. Some researchers have suggested that it is necessary to construct the normal mechanism for the cultivation of the socialist core values of college students. It is necessary to change the past follow-up practices, carry out long-term campus moral practice in colleges and universities, organize moral lectures, moral self-cultivation and other activities, and vigorously promote the typical model of morality. Give full play to the edification of mainstream campus culture and carry out active academic, scientific, and cultural activities. At the same time, the normalization of the cultivating team, the exploration of the normalization of the cultivation path, the development of normalized cultivation activities, and the establishment of a normalized mechanism system [4]. Some researchers have proposed to innovate and cultivate mechanisms. Through innovative education and identification mechanisms, students' factual identity, emotional identity and behavioral identity of socialist core values are enhanced, enabling them to consciously establish correct values to regulate learning and life. Innovative research and leading mechanisms, strengthen the study of the content, expressions and channels of socialist core values, so that various non-core values and pluralistic social trends follow the pace of core values, effectively resisting its negative impact on college students. Innovative practice and internalization mechanism, give full play to practice as a bridge and link between internalization and externalization of values. Establish an assessment and incentive mechanism to play a powerful spur and promote role. Generally speaking, the research on the cultivation of socialist core values of college students has a certain breadth but lacks depth. Most of the existing research follows the traditional three-stage model, which is to analyze the status quo, find problems, and give countermeasures. The research content is simple and repetitive, and the theoretical depth needs to be strengthened. In the future, we must not only further expand our research horizons, but also conduct cross-disciplinary research across multiple disciplines. Comprehensive use of pedagogy, psychology, sociology, communication, culture and even the related theories of systems engineering to conduct research, laying a solid theoretical foundation for the cultivation and practice of socialist core values. It is necessary to further enrich the research content. Put the socialist core values of college students into the big pattern of national development, and cut through the different perspectives to enrich the research content. If we study the cultivation of college students' socialist core values from the perspective of the "two systems" struggle between socialism and capitalism, we must consider the relationship between dominance and diversity in the ideological field, how to improve the ability of college students to identify and resist the penetration of Western pluralistic values. Question, and so on. It is also necessary to highlight

empirical research on research methods. The cultivation of the socialist core values of college students requires researchers to understand the ideological status and basic value orientation of college students. This requires targeted selection of universities in different regions and at different levels for flexible and diverse field research and research. Materials to support research.

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