

Collision and Conflict: the Influence of Western Social Thoughts on Contemporary College Students' Ideological and Political Education and the Countermeasures*

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Abstract—With the development of economic globalization, cultural exchanges and progress have gradually become globalized, especially in the context of rapid development of the Internet and the emergence of new media. The continuous enrichment of the ways of artistic communication has brought opportunities but also challenges for China's artistic progress. College students are the primary force of cultural development in China, but their thoughts are relatively immature in some aspects. Therefore, the influence of western thoughts on college students, especially on the ideological and political education of college students, is relatively great. This paper discusses the influence of Western social thoughts on the ideological and political education of college students in China, and puts forward relevant countermeasures on this basis.

Keywords—western social trend; college students; ideological and political education

I. INTRODUCTION

The progress and development of culture originates from collision and conflict. In the process of collision, the contradiction between the two cultures will find their own shortcomings. Learning the advantages of others, there will be conflict resolution. In the process of conflict resolution, the two cultures will be merged, and this fusion will produce a new culture. But with the current trend of thought in Western society, the cultural thoughts of college students are not very mature. It is easy for them to blindly pursue foreign ideas and lead to the collision of two cultures. College students will abandon the cultural foundation they have done and follow the western ideology and culture. This will not only not promote the development of culture, but also easily lead to the imbalance of the development of Chinese culture and affect the development of Chinese culture. However, in

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the face of the development of globalization, it is impossible for Chinese country to "build a car behind closed doors" in the cultural development. So how to strengthen the ideological and political education of college students, so that college students can correctly view the cultural collision and conflict becomes a research topic.

II. WESTERN SOCIAL TREND OF THOUGHT

At present, Western social thoughts can be described as "various", but in general they can not escape the mainstream of the 12 mainstream, feminism, liberalism, postmodernism, post colonialism, existentialism, futurism, ecological socialism, market Socialism, the Frankfurt School, Freudianism, the "third way", and the analytical Marxism. There are many contexts in the 12 mainstream mainstreams of Western collective thoughts that are in collision with and contradictions of China's socialist thoughts. For example, in the socialist ideology of Chinese culture, in the face of conflicts between collective interests and personal interests, it is necessary to decisively abandon peculiar interests. To protect the interests of the cooperative, because a holistic perspective, collectively acquired benefits are greater than the respective gains. In the Western societal thoughts, in the idea of existentialism, it is obviously expressed in the face of communal interests and individuals. Conflicts of interest must be decisive to preserve subjective interests, because everyone is there, there is no obligation to deny them, and what they gain is what they have earned, and should not receive up easily. Western culture and China's culture are quite different, and there are many differences in cultural development ideas, so there are more collisions and conflicts, but this does not mean that the two cultures are difficult to develop together [1].

III. THE INFLUENCE OF WESTERN SOCIAL THOUGHTS ON COLLEGE STUDENTS IN CHINA

A. Students' Thinking Is More Extreme

Relatively speaking, college students have more opportunities to connect with Western culture. However,

because college students do not get shared experience, they are not very mature in thinking. Their thoughts are a function of Western thoughts. For example, many college students currently admire Western "cultural nihilism". Many college students are plausible when they get into this. They will think: reading is useless. The current "reading uselessness" actually refers to a kind of negation and doubt about the practical effect of reading when the gigantic educational cost is only exchanged for relatively low returns. However, such a viewpoint is a societal trend of thinking that denies knowledge and learning. Such thoughts will make countless college students very lazy in college. Many students believe that learning is useless. They think after graduating from college, the specialized knowledge they have learned does not have much effect, and everything has to be re-learned from the post in actual work [2].

B. Undergraduates Are Influenced by Western Thoughts and Blindly Worship Western Culture

Western culture and Chinese culture have their own characteristics. Western thought is relatively more accessible, while Chinese culture is more focused on self-cultivation. However, college students are in an active stage of thinking, which is more susceptible to Western thoughts. College students will blindly pursue Western culture because they are anxious to realize their dreams. Perhaps such thoughts will enable them to realize their dreams in a short time, but it is unfavorable for the development of the university. In traditional Chinese culture, more emphasis is placed on collectivism. In the process of pursuing personal goals, there will be conflicts between personal interests and collective interests. This requires college students to focus on collective interests rather than pursuing the maximization of subjective interests. This represents the difference between Western thought and Chinese culture. Safeguarding one's own interests is a natural premise for westerners. However, the act of claiming respective interests of a Chinese will be defined as selfishness. This requires constant collision between the two cultures. In the process of conflict, college students must see this point in order to correctly see the difference between Western culture and Chinese culture in the face of Western thoughts.

C. Undergraduates Are Influenced by Western Thoughts and Despise Local Culture

Western thoughts have entered China with the development of the Internet. Numerous college students out of curiosity will focus on the study of Western culture in the university study stage. At a deeper level, college students do understand Western culture very well, so blindly study and worship, from the surface phenomenon, students learn Western culture in order to carry out their curiosity. This state makes college students' understanding of China's indigenous culture shallower and shallower. The neglect of their peculiar culture will affect their privileged culture. Students' lack of understanding of indigenous culture is difficult for students to combine Western culture with Chinese culture.

On the whole, the current understanding of folk learning by college students is not really thought, so there is some extreme in a learning culture. Whether it is the blind worship of Western culture or the neglect of Chinese culture, it is not conducive to the advance of culture by college students. Only when students fully understand Chinese culture can they make Chinese culture more inclusive in the face of Western thoughts, absorb advantages of Western thoughts, promote the development of Chinese culture, and enhance the understanding of Western culture, so that the two cultures can communicate better and create new cultures [3].

IV. STRATEGIES FOR COPING WITH THE INFLUENCE OF WESTERN SOCIAL THOUGHTS ON CHINESE COLLEGE STUDENTS

In any era, college students are the main force in the development and dissemination of culture. In the modern era, the development of the global economy has driven the development of science and technology, and has also promoted the spread and progress of culture. At the same time, it has further enhanced the development of culture in the development of the country. The important position makes cultural development an important part of global competition. At present, the principal force of China's artistic development and communication is influenced by Western thoughts. The ability in artistic development is somewhat incompatible with the development of the time. This paper has studied the influence of Western shared thoughts on college students, and now proposes the following strategies, hoping to help college students to correctly view Western thoughts.

A. Enriching University Associations with Chinese Culture

The association is an essential way for college students to improve themselves in their spare time, and it is also an important area for students to cultivate their hobbies. In this respect, the university can support the systematic development of the society in terms of capital and technology, and in this way, let the culture of Chinese culture enter the life of college students. According to relevant surveys, a large proportion of college students still prefer Chinese traditional culture, but lack of professional guidance from teachers, which leads to the lack of in-depth understanding of traditional culture, the difficulty of sustainable development of associations, and the difficulty for college students to benefit from the community. For instance, numerous college students want to find out some cultures in the spring and autumn period of China, and students will organize some associations that learn traditional culture. However, there is no analogous person in the society to guide the students to understand the culture of this period. Students' understanding of the cultural development of that period only stay in the high school stage, while the high school stage only stays at the level of understanding. Not only will students have a role to play in the university community, but also no way to promote students' understanding of the artistic development of this period. Students naturally have no way to combine the cultural development of that period with contemporary cultural

development and thoroughly understand the development of culture. The social background is closely connected. Naturally it can't make text the fusion of exotic cultural development. At this time, if the society has corresponding experts or professors to help the students of the society to understand the cultural development of the Spring and Autumn Period, the students can understand, the development of the Spring and Autumn Period, and extend to this day, effectively combine various cultures and promote the development of culture. In short, the current outmoded culture of the university is lack of analogous guidance in the development of the society. The university should strengthen the support of the association in this respect, so that college students can learn what they want in the community and promote the college students' thinking about the West. Correct understanding [4].

B. Adding Education to Understand Western Thoughts in Ideological and Political Education

To avoid blind worship of Western thoughts, students must first correctly understand Western thoughts, and then college students can maintain a good learning state in the face of Western thoughts. In the ideological and political education class, the university should guide students to understand Western culture, let students understand the development of western culture, and what kind of environment in China, so that students can understand cultural progress and understand Western thoughts. When guiding students, teachers should first pay attention to their attitude towards Western thoughts and avoid letting students understand the guidance of teachers as "brainwashing". This will not only help students to understand cultural advance, but also arouse students' rebellious psychology. Students are repugnant to the teaching of teachers. At present, some universities will guide students to understand the content of Western thoughts and incorporate them into teaching. However, teachers do not pay much attention to the teaching work that guides students to understand Western thoughts, let this teaching flow in form, and some schools will understand the content of Western thoughts. Not yet listed in the teaching. Thoughts determine the way out. If college students do not get a correct understanding of Western thoughts, it will be hard to learn from Western thoughts and not allow Western cultures to effectively integrate with Chinese culture. In short, the content of understanding western thoughts is incorporated into ideological and political education, so that college students' understanding of Western thoughts is very important for college students to study at university, and has a profound impact on the future development of college students [5].

C. Grasping the Development Direction of Ideological and Political Education

Under the reform of education, the university is not only the cultivation of knowledge, but also the cultivation of ideas, so that college students can truly become a new era talent with strong political thought and technical ability, especially in the face of Western thoughts, universities. It is imperative to focus on the ideological and political education of students so that college students can stick to their posts in the

"leadership of cultural development." It is necessary to guide students to understand Western thoughts, strengthen the teaching of ideological and political culture in China, so that students can understand the core values of socialism, establish a core value system in the process of learning, and avoid blindly following the trend of Western thoughts, so that college students can exalt socialism. The banner, in its own "post", learns various kinds of thoughts, let the students learn the excellent culture in the western thoughts, enrich Marxism, let Marxism promote the advancement of Chinese culture, and let more people know Marxism. College students are the leaders in artistic development and communication. They should pay special attention to the conflict and collision of culture. They should neither blindly follow the trend of the west, nor blindly contradict foreign cultures. They must have Mr. Lu Xun's "tokenism". Integrate advanced Western culture into Chinese culture, enrich the content of Chinese culture and promote the development of Chinese culture [6].

D. Carrying out University Ideological and Political Education with Information Technology and New Media

In the traditional university ideological and political education, teachers are directly instilling relevant ideological and political content, which is relatively rigid in teaching. Many teachers are tougher in carrying out ideological and political education, and the communication between students and teachers is very less, almost no such teaching methods will affect students' correct understanding of ideological and political, and then affect students' understanding of cultural learning. Today, with the development of information technology and new media, teachers should make full use of information technology and new media to carry out ideological and political education for students, so that the teaching of ideological and political education can help students understand the teaching of western thoughts, from indoctrination to communication, from management to emotional interaction, from dominant to subtle, from teacher's single explanation to teacher and student learning on information platform or new media. For example, in the new media WeChat, teachers can establish the WeChat public account, and then often publish some articles about Western thoughts on the public account, encourage students to put forward their own opinions on the content of the text, so that students will express their opinions when they express their opinions. Thinking, in this process will deepen students' understanding of Western thoughts. In the information technology and the new media environment, there are always many ways to promote college students' correct understanding of Western thoughts. Teachers should be flexible enough in their teaching. Rationally use their resources, and promote ideological and political education for college students. Being able to correctly view contemporary social progress and help college students become new talents [7].

V. CONCLUSION

In recent years, Western thoughts have had a profound influence on the development of Chinese culture, which has

severely affected the promotion of Chinese culture. For this reason, universities must strengthen ideological and political education, guide students to understand Western thoughts, and avoid the impact of Western thoughts on college students' correct thinking. Establishing the correct values of college students and guiding college students to correctly understand the western trend of thought. Ideological and political education in colleges and universities is particularly important, but at a deeper level, to avoid the influence of western thoughts, it is necessary to strive to improve the overall quality and discernment of college students, so that college students can analyze problems correctly and solve problems. College students must be alert to the emergence of Western thoughts, to take charge in the face of Western thoughts, and to avoid Western thoughts affecting their peculiar correct judgments.

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