

The Practical Mechanism of Socialist Core Values Education for Young Students in the Network Era

Liuping Sun

Xi'an University of Technology
Xi'an, China

Abstract—The social transformation, the information resources and the global connection of network mark the advent of network era, which is transforming all aspects of Chinese society with unprecedented depth and breadth. At the same time, it also affects the socialist core values of contemporary young students. Socialist core values are the essence of our excellent traditional culture. Combined with the advanced culture of today's society, it renews the connotation of Chinese excellent traditional culture, condenses the soul and essence of social ideology, and promotes the harmonious development of society and civilization and progress. Therefore, it is very important to study the effectiveness of young students' socialist core values education from the perspective of theory and reality in the context of the Internet era.

Keywords—socialist core values; students' network ideological and political education; practical mechanism

I. Introduction

In 2018, Xi Jinping stressed in the national network security and informationization work that "informationization has brought a golden opportunity for the Chinese nation."¹ The development of information technology has brought new opportunities and challenges to the construction of socialism with Chinese characteristics in the new era. To some extent, the marginalization of mainstream values reflects the complex situation and people's complex mentality in the ideological field of our country. The marginalization of mainstream values is manifested in the level of youth values, which is the disapproval and disregard of the mainstream values advocated in social life. Some negative ideological concepts, which is called "marginalized values", spread in the field of the Internet, which is contrary to the education of socialist core values and has a strong impact on the mainstream values of society. It will seriously affect the moral awareness, value judgment, ideals, beliefs and behavioral pursuit of young students. Therefore, how to actively cultivate the socialist core values of contemporary young students in the context of the network era, and internalize them into the heart and externalize them into practice, has become an

important era proposition of Ideological and political work in colleges and universities in China.

II. OPPORTUNITIES FOR THE EDUCATION OF YOUNG STUDENTS' SOCIALIST CORE VALUES IN THE NETWORK ERA

In February 2019, (CNNIC), the China Internet Network Information Center, released the 43rd Statistical report on the Development of China's Internet in Beijing.

According to the report, as of December 2018, the number of internet users in China had reached eight hundred and twenty eight million, the penetration rate reached 59.6%, and the scale of mobile netizens was 817 million.² Contemporary young students are an indispensable part of a huge group of internet users. Nowadays, with the incredible related concepts are greatly influenced by the Internet, it must note that the network is a double edged sword, in the process of carrying out Ideological and political education. The use of the network cannot be excluded. It is necessary to take the initiative to guide it. If it can be made good use of, it will bring opportunities to ideological and political education and disseminate socialist core values to students better. Thus it can be seen that only when network technology be taken the initiative and made good use of, can students' recognition of Ideological and political education be improved and core values of socialism be better learned.

With its uniqueness and advantages, the network has created a more effective way of education and provided more favorable conditions for colleges and universities to carry out the education of socialist core values. "Taking the network as the carrier will completely change the traditional, single way of face-to-face communication between educators, and can fully carry out broader and deeper communication and interaction between subjects, and the network will be used as the carrier. It provides a brand-new communication situation and knowledge context for educators, and they can obtain the required educational resources at any time according to their own interests and moral values, which completely reflects

¹ Xi Jinping: at the National Conference on Cyber Security and Informatization, it was emphasized: keen to seize the historical opportunity of informatization development, independent innovation will promote the construction of a powerful network country [N]. People's Daily, 2018- 4- 22.

² China Internet Information Center (CNNIC). Statistical report on the Development of China's Internet [R]. Beijing: China Internet Information Center, February 2019.

the characteristics of individualization.”³ There are a lot of information resources stored on the Internet, which makes the ideological and political education of students not only limited to the teaching of teachers, but also enables students to search for the information which they are interested in.

The convenience of people’s contact on the Internet also makes it easier for students to discuss with each other and makes the means of Ideological and political education of students more effective in colleges and universities. According to the survey results of some research groups, students understand and identify with the socialist core values. “81.6% of the students think it is necessary for the state to put forward the core values.”⁴ It is found that in the multiple regression models with the understanding of core values as dependent variable, various educational factors have different educational effects on different student groups. “The positive effect of network ideological and political education on students’ understanding of core values is not obvious, and there is still room for further exploration.”⁵

When the education of socialist core value be carried out, and the network be firmly grasped, a universal tool and platform, and understand that the Internet is actually an effective means to enhance the attractiveness of students’ ideological and political education, supplemented by more active and positive education methods, it will help students to understand socialist core values. The theoretical position on the Internet will become the mainstream platform to display the achievements of socialist core values construction. It will provide students with comprehensive classical works, party documents and materials needed by all famous scholars’ research on socialist core values, and enable them to understand and absorb socialist core values and theoretical research of socialism with Chinese characteristics in a timely manner.

So that the theoretical hotspots and key issue that young students pay attention to in real life can be reflected and exchanged in a timely manner. At the same time, it is also a new way to carry out the education of socialist core values. The popularity of various red websites and BBS spaces makes it easier for students to accept the socialist core values, and they are more willing to discuss the relevant content with each other, to achieve the purpose of integrating the core values into students’ ideological and political education. With its efficiency and convenience, the Internet not only meets the cultural needs of students’, but also promotes the enrichment and innovation of the national spirit and the spirit of the times, and provides a new platform for students to practice the socialist concept of honor and disgrace. All kinds of models, heroes and inspirational models in cyberspace are widely propagated among students, which

can greatly stimulate students to examine themselves in time and constantly encourage them to move forward. If the network can be made good use of, it will provide an opportunity for the ideological and political education of the students’ network.

III. THE CHALLENGE OF SOCIALIST CORE VALUES EDUCATION FOR YOUNG STUDENTS IN THE NETWORK ERA

In cyberspace, various social trends of thought collide with each other and information treasure house coexists with information garbage dump, which makes students with weak discrimination and poor anti-jamming ability often get lost in information, resulting in network alienation. The openness and inclusiveness of the network make students’ thoughts vulnerable to shocks, causing some students to have greater negative moral consequences, especially in the cyberspace. Thus it increases the difficulty of socialist core values education. In the space of network virtualization and hidden identity, some students’ netizen irresponsibly abuse network resources, publish bad information and walk social rumors, distort the truth, and vent their inner dissatisfaction through language violence, thus causing adverse consequences for universities and society. Some students also have the crisis of value identification such as unclear connotation of socialist core values and marginalization tendency of values.

The richness and rapidity of information dissemination in the network era put forward higher requirements for the subject of socialist core values, which has a great impact on the content of education, and bring new challenges to the mode of education, and it brings a lot of uncertainties to the effect of education. Therefore, the network and ideological and political education in colleges and universities also need to be blended. Some teachers are not good at using the network as the carrier of modern ideological and political work. They are not suitable for the educational reform caused by the coming of the network era.

It will also lead to some students wandering in the virtual network world, escaping from reality, lacking sense of responsibility and reality, and objectively existing pornographic hedonic culture on the network. Healthy network culture also challenges students’ spiritual bottom line, which makes it a great challenge for colleges and universities to educate students on socialist core values. In addition, the challenges brought by the diversification of social ideological trends in cyberspace, the impact of Western ideology such as neoliberalism, neo-conservatism and anarchism, weakened the dominant position of Marxism in China.

At the same time, due to the absolute advantages of western countries in network technology, western developed countries have discourse hegemony in the ideological field on the Internet, and use the advantages of network information dissemination to promote ideological hegemony, so-called “universal values” such as freedom, equality and democracy to enchant and erode students’ ideas and values, thus affecting Yemen’s society. The study and understanding of the mainstream ideology of socialism weakens their common ideal of socialism with Chinese characteristics. And

³ Liao Qiyun, Lian Yongjie. Internalization of Socialist Core value system and its Carrier [J]. A study of Socialism with Chinese characteristics, 2012, (1).

⁴ Shen Zhuanghai. Investigation and Analysis of students’ Ideological and political situation in 2016 [J]. Guide to ideological and theoretical Education, 2017, (1).

⁵ Shen Zhuanghai. Investigation and Analysis of students’ Ideological and political situation in 2016 [J]. Guide to ideological and theoretical Education, 2017, (1).

“supranationalism” is not conducive to the cultivation of students’ national spirit. Among the students’ netizens, some of them are more familiar with western developed capitalism than with their own nation, which poses a great challenge to the cultivation of students’ national spirit centered on patriotism. The unique vitality, perishability and digitalization of the network world make some students less aware of the real life. On the contrary, they take the virtual life online seriously and find it difficult to extricate themselves from it. They are lonely, depressed, anxious and depressed, which makes these students indifferent to the rational concepts of democracy, science and the rule of law, and makes them not only implement it now. More importantly, the spiritual life level becomes more negative and extreme, which is not conducive to its growth.

IV. THE EDUCATION PRACTICAL MECHANISM OF THE CORE VALUES OF CHINESE SOCIALISM OF YOUNG STUDENTS IN THE NETWORK AGE

Marx pointed out that: "The essence of all social life practice." The education of students' the core values of Chinese socialism in the Internet Age is not only a theoretical proposition but also a practical proposition. Virtual social practice is a significant way to build the core values of Chinese socialism which must seek for an effective way for contemporary students to perceive, recognize, master and form a relatively stable and universal value orientation. It is not only theoretical but more important in practice. It is necessary to constantly explore and innovate the core values of Chinese socialism education with network communication as the carrier, so that students can take the initiative to learn and effectively improve the effectiveness of the core values of Chinese socialism education.

A. *Leading Mechanism*

The leading mechanism is to establish an effective mechanism for mobilization, enlightenment, education and supervision. As the dominant values of socialism with Chinese characteristics, the core values of Chinese socialism has the role of leading the integration of pluralistic social values in today's pluralistic social environment. It guides people to distinguish correctness and fallacy, civilization and ignorance, truth, goodness, beauty and falsehood. In carrying out the education of students' the core values of Chinese socialism, Marxist theory to guide the main body to establish a scientific world view must be used, guide students to establish a correct outlook on life with the common ideal of socialism with Chinese characteristics and guide the subject with the national spirit, the spirit of the times and use the socialist concept of honor and disgrace to establish a correct moral outlook. In addition, young students should be guided to establish a correct network interpersonal concept, through the activities of network mental health basic knowledge education and network psychological barriers exclusion, so that they can take correct attitudes to various pressures and make full use of the network to expand their social communication skills. Thereby they can establish a positive and healthy new network interpersonal relationship. At the same time, students to correctly treat the relationship

between the virtual world and the real society must be actively guided, and enhance their ability to distinguish bad information and reject bad information on their own. When they discover unethical behaviors on the network, they can come forward and report the network in accordance with the procedures to maintain the normal order of the network.

For the construction of the leading mechanism, the actual situation of cyberspace ideology in China should be proceeded, the working methods on the basis of inheriting some existing successful practices should be improved and the institutional mechanism of students' core values of Chinese socialism education should be constantly innovated. First, it is necessary to adhere to the existing advantages and traditional methods of ideological and political education, such as the establishment of a large number of red resource websites, the development and use of advanced 3D network technology, and the promotion of revolutionary stories and positive examples in the form of pictures and texts. In recent years, "the most beautiful teachers" and "the most beautiful drivers" have attracted widespread attention in the network public opinion and played a good leading role. It is necessary to carry forward their touching deeds and noble character through the network, realize the hidden value of their guidance and enhance students' moral consciousness. On the other hand, it is needed to continue to innovate and expand the fields and channels that lead students with the core values of Chinese socialism. This leading process generally includes the discovery and acquisition phase, the analysis and guidance phase, the early warning and the processing phase. It is necessary to have a forward-looking overall situation, build a fast and efficient student network social thought dynamic control and feedback response mechanism with high-quality students' sensational human resources foundation, grasp the students' ideological pulse and timely eliminate all kinds of erroneous social thoughts on students' ideological morality and values and the negative impact of the students' ideological confusion and doubts should be promptly answered on the Internet and lead the students with the core values of Chinese socialism, the dominant values of socialism with Chinese characteristics.

B. *Internalization Mechanism*

In the process of students' core values of Chinese socialism education, the most important link is internalization. It is that students as the educate of the core values of Chinese socialism education in the network environment, through reflective psychological activities and direct practice processes to exert its own subjective initiative, so that the content of the core values of Chinese socialism education into the process of the individual's ideological values can be internalized. On the one hand, it is needed to construct a discourse and understand mechanism for the popularization of the core values of Chinese socialism. Because understanding is the basic level of student value cognition, it relies on the correct and vivid exposition of the educator's discourse view of the core values of Chinese socialism, so that students can understand the connotation, feature, and meaning of the core values of Chinese socialism from the level of knowledge mastery. "The expression of

Marxism's popularization should be popularized and concrete. The communicator should be good at making clear the profound justification with a straightway, fluent and plain language of mass, so that Marxism can go out of the study, enter the public and be better understood.⁶ It is necessary to explain this social mainstream ideology in an accurate, clear, vivid and refined language. And it is summarized that concentrate and concise the core values of Chinese socialism, so that it will have the public expression and discourse. The vocabulary and language should be concise, succinct, easy to understand, and easy for students to master, remember internally, finally it is integrated into the public psychology of the network society.

Through the core values of Chinese socialism education and acceptance mechanism, it is important to take efforts to eliminate the network discourse gap, so that students can accept educational goals and content in understanding and realize the unity of fact judgment and value judgment. On the other hand, it is necessary to build an identity mechanism for the core values of Chinese socialism. Identity means that the content of the core values of Chinese socialism has been correctly understood and accepted by the students. It can be divided into two levels: emotional identity and ideological identity. Identity is a sign of the internalization of the value of ideological and political education. Students have the causes of not accepting, understanding, and not exercising the educational content of the core values of Chinese socialism. It is needed to accurately analyze and grasp the students' needs psychology, respect differences, embrace diversity, and enhance their sense of identity. In the process of education, it not only give full play to the role of rational factors, correctly handle the ideal cognitive problems of young students, but also give full play to the role of irrational factors, and fully utilize the powers of emotion, will, and personality intuition to solve beliefs and behavioral habits. And helps students form a correct understanding about what is good, what is not good, what is kind and what is evil. Internalize it as a consciousness, thus to achieve the direction and theoretical guidance of their own behavior.

C. Incentive Mechanism

According to Maslow's theory of needs and the universal law of human behavior revealed by psychology, incentive mechanism is essentially a behavioral process that satisfies the needs and motivates people. In modern management, there are four assumptions about human nature: economic man hypothesis, social person hypothesis, self-realization hypothesis, and complex human hypothesis. Leaders' understanding of people determines what kind of management attitude is used. As the economic man assumes that people are the drivers of self-interest, all actions are to satisfy their own interests to the greatest extent, and it is impossible or conscious to achieve the purpose of the organization. The stronger the desire for personal development needs is, the more positive the development actions will be and thus the better development will be

⁶ Pan Shiwei. Searching for 90 years: The exploration process of the sinicization, modernization and popularization of Marxism since the founding of the Communist Party of China.

achieved. When people make achievements and meet the various material and spiritual needs of the members of the organization, they will compare with the expected values. When the expected value is greater than the actual result and the feeling is unfair, there will be a sense of frustration, the power of the stimulus will be lost. The incentive mechanism is to encourage educators and students through a set of rationalized systems, so that both parties can actively participate in the education of the core values of Chinese socialism. The practical process of the core values of Chinese socialism education is in fact a process that continually stimulating students' development needs and continuously improving the level of their needs. Therefore, it is needed to establish a fair and equitable incentive mechanism, which express as the achievement motivation, goal motivation.

It should be established a completely scientific and effective external incentive concept: the external incentive concept includes various factors such as incentive factors, method measures, rules and regulations, timing, subject characteristics, incentive effects, and spatial cultural environment. It is necessary to give honors and material rewards to students who truly practice the core values of Chinese socialism, and widely publicize the story of heroic deeds, student education, dedication on the internet. Therefore, more students should be encouraged to learn the moral model around them. At the same time, the self-motivation concept of students should be constructed, through learning the core values of Chinese socialism, encourage students to compare and self-analyze their own ideological and moral qualities and advanced typical ideological and moral qualities, and then play the role of competition mechanism to realize the goal of motivating and to enhance and develop their own virtues. While fully affirming students' self-motivation, it is significant to carry out implicit incentives to make students subtly devote to the cause of socialist construction. At the same time, through the external representation of incentives, students are encouraged to actively study and continuously promote the development and improvement of their moral understanding.

D. Guarantee Mechanism

In the Network Age, in order to effectively realize the education of students' the core values of Chinese socialism, perfect leadership system, professional organization, systematic rules and regulations, a strong talent team and necessary financial and material security are in demand. Therefore, it is necessary to provide material conditions and human capital foundation for the education of the core values of Chinese socialism of students in the network age through various measures, and achieve the goal of "educated by all staff". It is necessary to change the current division of labor, such as government, universities, and society, and the operational guarantee mechanism for "unified leadership and overall construction" must be focused on. Colleges and universities should build an operational guarantee mechanism for the unified leadership of the party committee, the joint management of the party and the government, the clear division of responsibilities, the standardization of the

system construction system, the careful planning and deployment, the coordinated coordination, the flexible and efficient work and the stable investment. At the same time, strengthen the institutional norms of colleges and universities, combine organizational guarantees with material security. From the four aspects of "the Communist Party, the government, the labor union, the Communist Youth League and colleges ", it is crucial to work together to educate students on the core values of Chinese socialism of co-management and coordinated action.

At the same time, colleges and universities should increase the investment in education for students' core values. It mainly includes upgrading hardware and software facilities, a two-pronged approach. The hardware construction mainly includes the ideological and political education facilities, modern equipment, database construction, and the construction of students' social practice bases. The software construction is mainly to train the professional team with the core values of Chinese socialism and the contemporary Chinese Marxist theoretical team. It is necessary to build a stable, long-lasting and diverse form of student social practice activity base, highlighting the combination of "production, science, and education" and providing a convenient place for students' the core values of Chinese socialism education. What should be actively guided is that students to use the core values of Chinese socialism to guide their practical activities, and try their best to integrate them into professional internships, social surveys, students' "three rural areas", youth volunteer activities and students' western service plans. In practice, the ability is improved, the mind is purified, the mind is edified, the understanding is deepened, and the spirit is sublimated.

E. Constraint Mechanism

The constraint mechanism is mainly to create a good cultural atmosphere in cyberspace through external supervision and self-control of cyberspace. In the network society, various social information is wrapped in diverse values, and the "no-center" state of the network has created conditions for various interest groups to spread their non-socialist ideology online, such as political opinions, moral beliefs and values. As a guiding ideology, the core values of Chinese socialism must focus on managing students' network thinking and public opinion positions, screening various inappropriate speeches, wrong ideas and network social thoughts in cyberspace, constraining some bad behaviors, provides plenty of space and a good environment for the core values of Chinese socialism to spread. To this end, the Party Central Committee has made major arrangements for rectifying the vulgarity of the Internet and purifying the network culture environment. This also profoundly reflects the strong aspirations and needs of the broad masses of the people.

It is necessary to strengthen the "checking" of network information, and use technical means to restrict the browsing of sensitive websites that attack malicious countries, split the motherland, and promote cults, and resolutely resist all kinds of malicious release of decay and backward behavior. It is necessary to establish an Internet management mechanism,

further promote the real-name registration system, create a good information exchange environment, clean up network rumors, and squeeze the living space of various noises and noises. It is needed to carry out special actions persistently to rectify the Internet's vulgarity, close obscene pornographic websites according to law, and use legal channels to renovate who use such as malware, pop-ups, micro-blogs, and WeChat to spread obscene pornography and vulgar information, so as to normalize and institutionalize the work of purifying the network environment.

V. CONCLUSION

Young students are important participants in the education of socialist core values. With the advent of the era of network information, its technical characteristics have had a profound impact on the education of young students' socialist core values, which not only brought value and technical support, but also brought certain challenges. When it faced with this new situation in the field of ideological education, the educational concept of socialist core values of young students should be innovated, the educational structure of socialist core values of young students should be integrated, and the evaluation system of socialist core values of young students should be improved. Thus the effectiveness of the education of socialist core values of young students in the age of network information can be enhanced.

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