

The Influence of the Star-seeking Culture on the Construction of Contemporary College Students' Values and the Countermeasures

Hu Huadan¹, Luo Jing²

¹Southwest Petroleum University, Chengdu, Sichuan, China,610500

²Southwest Petroleum University, Chengdu, Sichuan, China,610500

Key words: Star chasing culture. Contemporary college students, values, influence, countermeasures

Abstract: Since the 1980s, idolatry has appeared frequently, and the culture of chasing stars has become a special social phenomenon. As a family of stars in the new era, contemporary college students have profoundly influenced the construction of their values. On the one hand, the pursuit of star culture contributes to the individualized development of contemporary college students and the improvement of personality. On the other hand, the pursuit of star culture will mislead the political values of contemporary college students, affect the formation of correct attitudes towards life, lead to consumption concepts and aesthetics. Distortion of ideas. Guide the construction of entertainment culture with "social core values", pay attention to the application and innovation of typical educational methods, and strengthen the standardized management of the mass media environment and the humanistic care for college students. It is the negative impact of the pursuit of star culture on the construction of contemporary college students' values. Effective strategy.

1. The Star Culture and the Connotation of Contemporary College Students' Values

1.1 The meaning and formation of chasing star culture

In the late 1980s and early 1990s, when the Little Tigers were popular, when they opened a concert in Taiwan, they attracted a large number of young fans to follow the bicycle. Since then, people have used the word "chasing stars" to describe the fans. The star's crazy worship behavior. "Chasing Star" is interpreted in the "Modern Chinese Dictionary" as "extremely obsessed with movie stars, singers, stars, etc. The so-called "chasing star culture" is a behavioral form, value concept, etc. formed in these fanatical chasing stars. Mach believes that "chasing star culture is a branch of popular culture, it is a symbol of the era of consumer society and culture, and it represents a cultural symbol^[1]. The reason why the pursuit of star culture will be formed is that the technical foundation and material foundation have been laid down due to the improvement of modern science and technology and economic level. The development of science and technology, especially information technology, makes the spread of culture faster and more convenient. The spread of culture is wider and the influence is deeper. Most people will be influenced by celebrity stars. The improvement of the economic level has laid a material foundation for people's pursuit of star-hunting activities. Secondly, the high-pressure life of modern society provides emotional power. In contemporary society, there is great pressure for competition, and there is great pressure for survival and development. Many people have found a sense of identity and released pressure in "idolatry" and "chasing stars". Again, the youth group represented by college students is the formation of "chasing star culture". The main force. Contemporary college students are a group full of life and vitality, love fashion and new things, but also a group lacking spiritual beliefs and sustenance, eager to be recognized by peer groups, and this psychological demand is often obtained in the process of "chasing stars". Satisfy.

1.2 The connotation of contemporary college students' values

To understand the concept of values of contemporary college students, we must first grasp the meaning of values and values. To value the concept of Marx once said: "this general concept from people to satisfy their need of external relations of", "is used by people and shows the content on

the relationship between the people's needs of property", in simple terms, a value is a certain relationship between the object and the subject need to the general category. "When people evaluate whether various things and phenomena can meet people's needs, they will form a variety of specific views, among which the most basic views constitute people's values" [huang rongsheng, studies on youth studies (second edition), chengdu: sichuan people's publishing house, 2009, page 119]. . On this basis, the values of contemporary college students can be understood as the basic views that college students hold when they recognize, evaluate and decide whether various things and phenomena in their life can meet their own needs. It is closely related to the world outlook and outlook on life. On the one hand, the values of contemporary college students are directly affected by their own world outlook and outlook on life. On the other hand, values and world outlook, outlook on life are very different. The world outlook and outlook on life aim to explore the essence and law of the world and life, while the values study the demand relationship between people and the outside world, with more specific research objects and richer research connotations, involving the understanding, evaluation and orientation of college students in various fields such as politics, economy, life and aesthetics.

2. The influence of star-chasing culture on the value construction of contemporary college students is a "double-edged sword"

The law of the unity of opposites of marxism tells us that everything is composed of two contradictory aspects and we should view everything from the perspective of two sides. Similarly, the influence of star-chasing culture on the value construction of contemporary college students should be viewed in a dialectical way.

2.1 The positive influence of star-chasing culture on the value construction of contemporary college students

Star chasing culture is a kind of mass culture, which has important positive functions for the development of society and culture as well as the masses themselves. As the main creators and influencers of the star-chasing culture, contemporary college students must also receive the positive influence of the star-seeking culture. The role of this positive influence in the construction of their values is mainly reflected in the following two aspects:It contributes to the individualized development of contemporary college students. Contemporary college students are a group that pays particular attention to individuality and self-seeking. The star-seeking culture satisfies their psychological needs. For example, the "Super Girl" program is not only a competition for singing level and skill, but also a stage for modern youth groups to promote individuality and pursue self. It conveys the values of pursuing individuality and self-expression. College students are often enthusiastically sought after. These distinctive players have fulfilled the psychological needs of self-expression and individuality. On the other hand, the cultivation of contemporary college students' individuality is also a requirement of social development. In this era of excessive advocating material civilization, people's value choices are gradually vulgarized and materialized, and the liberation of human nature and the publicity of individuality have also been utilitarian^[2].

2.2 The Negative Influence of Star-Chasing Culture on the Construction of Contemporary College Students' Values

One is the political values that can mislead contemporary college students. Political values refer to the political beliefs, beliefs and attitudes of social members as subjects of political behaviors, as well as the criteria for viewing and evaluating a certain political system and political activities. And the contemporary college students' enthusiasm for western celebrities will easily cause the distortion of political values. NBA stars, Hollywood stars, European and American singers, etc. all grow up in the soil of capitalist political culture. Their political beliefs, beliefs and attitudes are strongly capitalist, and they are loyal supporters of the capitalist system. In the process of enthusiastically following these stars, college students blindly imitate their behaviors and attitudes, advocate the so-called democracy and freedom of capitalism, abandon the leadership of the party,

abandon the core values of socialism, and abandon the belief of communism, resulting in the distortion of political values.

Second, it will make contemporary college students develop an incorrect attitude towards life. Under the magnification and hype of media, the private life of idol stars is increasingly exposed in people's vision. Some stars' negative life state inevitably has a negative impact on college students' life attitude. Such as at present, many entertainment stars because of unbearable life, work pressure and choose suicide, this negative, pessimistic attitude to life for college students made a wrong model, misleading them in the face of difficulties to choose to give up their own, give up life. In addition, a large number of celebrities indulge in drugs, sex and violence fanatically, which leads many college students to follow the trend and go astray.

Third, it will lead to the distortion of contemporary college students' consumption concept. This kind of distortion first manifests in the idol star to the university student daily life consumption idea misleads. Celebrity stars always live a bright and luxurious life, under the influence of contemporary college students, regardless of the actual economic situation of their families, eat and drink to advertising, clothing to famous brands, beauty to stars, extravagance and waste, follow the fashion consumption; It is also reflected in college students' excessive consumption of idols. In today's society, stars are gradually commoditized, and the books, TV series and movies related to them, the clothes and food they endorse, and even their names and faces are put on the market. As star-worshiper, college students tend to love me and love their dogs, and try their best to buy all relevant goods collected to show their love for idols.

3. The countermeasure analysis of contemporary college students' value construction under the starstruck culture background

The analysis of the influence of the star-seeking culture on the construction of contemporary college students' values is not the end of the research problem. The ultimate goal of the research is to find corresponding countermeasures. From the perspectives of self-construction of entertainment culture, norm of mass media environment and group care of college students, the author puts forward his own thinking on the construction of contemporary college students' values under the background of chasing stars in combination with the methods and experiences of ideological and political education.

3.1 Guiding the Construction of Entertainment Culture with "Socialist Core Values"

The core values of socialism are the spiritual pillar and value support of the Chinese nation. It has important practical and historical significance in promoting national identity, national unity, and leading social progress. At present, cultivating and practicing the core values of socialism faces serious challenges: on the one hand, hostile forces and separatists are using "cultural penetration" to intensify the westernization and division of China, and the struggle for capitalism and the socialist system. On the other hand, under the international background of economic globalization and the domestic situation of reform and opening up, people's ideology is increasingly diversified, while contemporary college students' self-discrimination is not strong and their values have not yet formed.

3.2 Pay attention to the application of typical education methods

Typical education method refers to "turn abstract reasoning into education through vivid typical figures or events, so as to arouse people's resonance of thoughts and emotions and guide people to learn, compare and imitate". One of the important characteristics of star-worshiping culture is that idol stars are the objects that contemporary college students are keen to worship and imitate, and they have strong appeal. They pay attention to the application and innovation of typical education methods, which can lead the construction of college students' values to move forward in the right direction. To be specific, the first thing to pay attention to is the establishment of positive stereotypes. Positive role models are people who can act as role models. There are many positive and noble role models among the idols, who are good at discovering and actively publicizing their

advanced deeds and heroic behaviors, which can help college students develop correct values in imitation. Next must pay attention to the opposite typical choice. Contrary to the positive model, the negative model has a negative effect on people. There is no shortage of examples of the opposite among celebrities, but the choice of the opposite is not arbitrary. The author thinks that, idol star as representative, must meet two conditions: one is the negative impact of what he has great harmfulness, typicality, 2 it is the party itself to recognize wrong and a public apology, this is good for college students to properly identify opposite model, admitted that it is wrong, and know where is wrong, thus psychologically accept better^[3].

3.3 Standardize the management of mass media environment

The reason why the contemporary star-chasing culture has such a negative impact on the construction of college students' values is inseparable from the problem of the construction of the media environment itself. To regulate the management of the mass media environment, we need to start from three aspects: First, strengthen the value of media people. At present, many media people in the creation of cultural works, in order to cater to the public's hunting psychology, evil tastes as the orientation, in the guidance of public opinion, to gain economic interests, the public eye as the focus, regardless of social benefits, misleading the value structure of college students. In this regard, it is necessary to lead the cultural creation and dissemination of media people with the core values of socialism, and fundamentally create a good cultural environment; second, to improve the quality of celebrity stars.

4. Conclusion

Adhering to the people-oriented philosophy, respecting people, understanding people, caring for people in the process of development, constantly satisfying the diverse needs of people and promoting the all-round development of people is an inevitable requirement for respecting the historical subject of the people. An important reason why contemporary college students are obsessed with idol stars is that they lack humanistic care in the real society. It is difficult to be understood and respected by parents and teachers. Together with the dual pressures of study and employment, they are forced to escape from reality and choose idol stars. Ideal and comfort. Because in the process of chasing stars, they can often relieve stress, build spiritual sustenance, and find a sense of belonging and identity. Strengthening the humanistic care for college students can effectively avoid the generation of chasing stars. In this regard, families, schools, and society should respect the subjective status and individual differences of college students, care about their rich and diverse individual needs, and pay attention to their spirit. Living and spiritual needs, and strive to promote the free and all-round development of college students.

References

- [1] Zhang Zhenhua,Zhang Ning.The Influence of Idolatry on the Growth of Post-90s College Students[J].*Jilin Normal University Journal(Humanities & Social Science Edition)*, 2013 (2) : 89—91.
- [2] Duan Xingli.Discussion on the morbid chasing stars of adolescents[J].*Contemporary Youth Research*, 2007 (8) .
- [3] Li Xiaohong.Cultural Thinking on the Phenomenon of Star Chasing[J].*Youth Studies*, 1994(2) .