

An Analysis of Contemporary College Students' Identity of Chinese Excellent Culture*

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Abstract—In the current era with highly raised cultural identity and cultural confidence, continuously improving college students' identity of Chinese excellent culture is an inevitable requirement to ensure the sustainable development of various undertakings in China. Chinese excellent culture identity of college students has two sides. College students' identity of Chinese excellent culture is weakened mainly due to the cultural characteristics, changing times, cultural collisions, and environmental impacts. It is imperative to strengthen the excellent cultural identity of college students. It is needed to abandon the traditional notion of valuing wisdom and neglecting culture, enriching the outstanding cultural connotation, and creating a good cultural environment.

Keywords: college students, excellent culture, identity

I. INTRODUCTION

With the rapid development of economy and the continuous deepening of reform, China has witnessed remarkable achievements in various undertakings, continuous expansion in the scale of talents, great improvement in the quality of talents, continuous optimization in structure, and significant improvement in efficiency. However, with the continuous changes of mainstream culture after the reform, there are some talents deviated from the core values. This phenomenon has caused widespread concern of the education sector and many experts and scholars. College students also gradually appear a series of prominent ethical problems such as weakened beliefs, extravagant living, placing money over everything, lack of integrity, declined academic atmosphere and worshipping things foreign and fawn on foreign countries. Nowadays, cultural identity and cultural confidence have been highly raised; it has become an inevitable requirement for China's various undertakings to continuously improve the college students' identity of Chinese outstanding culture.

II. THE CURRENT STATUS OF COLLEGE STUDENTS' IDENTITY OF CHINESE OUTSTANDING CULTURE

At present, college students' identity of Chinese

outstanding culture has two sides.

A. *Mature political attitude, healthy orientation, appreciating virtues and being interested in Chinese outstanding cultural elements remain the mainstream*

In general, most college students concern about current affairs, have a firm political stance, are loyal to the country and love the people, and highly agree with the correct policies of the party and government; they fully affirm the achievement made in modern construction of China since reform and opening up, are full of confidence in realizing the great rejuvenation of Chinese nation, and have strong sense of social responsibility and national pride. Collectivism, serving the people, dedication and other socialist ethics are still the core contents of the current university students' good moralities. "Working is glory", valuing justice and neglecting benefits, and respect for elders are still the important cores of the excellent moralities of most college students. They are of great interest in Chinese outstanding cultural elements.

B. *The phenomenon of weak beliefs, utilitarian worship, selfishness, lack of integrity, degraded work style, and lack of cultural identity cannot be ignored*

The mainstream belief is weakening apparently. Some teaching management personnel do not take belief as the core of assessment for joining the party but take score, good interpersonal skills, and strong ability as the important reference basis. The assessment process also ends with forms such as letting students shout slogans. No ideals and pursuits, adopting a nihilistic attitude of "don't care about things irrelevant to self" to everything around them, treating society and others as being gloomy, and ignoring the importance of subjective efforts have become the normal life status of some medical students. Money comes first and utilitarianism prevails. In daily learning and collective life, the money and competition principles of the market economy prevail, and vulgarization phenomena such as "taking materials and benefits over everything" are common in interpersonal communication. They have weak spirit of teamwork and consciousness of cooperation. Most contemporary college students are only child in their family. Since childhood, they have developed self-centered behavioral orientation and lack teamwork awareness. Some students just read books, regardless of things outside the book. Individual-based

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concept is fully raised; focusing on personal interests, and excessive pursuit of self-worth have become the realistic goals of most people. The lack of integrity rose somewhat. Integrity is the traditional virtue of Chinese nation. Mencius said, "Integrity is the law of nature, and the pursuit of integrity is the law of being a man". As an important aspect of ethical and moral contents, the lack of integrity of college students is common in all aspects of their study, life, and employment. Their view on marriage and love tend to be open. Since the resumption of the college entrance examination system, the Ministry of Education's management on college students' problems in love and marriage has undergone a change from prohibition by written provisions to no advocating and opposition. Some colleges and universities gradually turn a blind eye on the phenomenon of kissing and going with each other all the time as lovers in college campus. Due to the absence of relevant education and management, contemporary college students' views on marriage and love become increasingly open, and premarital sex has increased day by day. College students have general recognition and familiarity on Chinese traditional culture.

III. FACTORS CAUSING THE WEAKENING OF CONTEMPORARY COLLEGE STUDENTS' IDENTITY OF CHINA'S EXCELLENT CULTURE

Any objective phenomenon has a reason for its existence. In general, the weakening of contemporary college students' identity of Chinese outstanding culture is mainly due to the following four factors.

A. Cultural characteristics

"The development of morality is basically the active construction of voluntary or involuntary individuals' moral experience." [1] ^{p435} The current status of college students' values is directly related to their ages. Aged 18-23 years old, they are right at the stage of adolescent youth with both physiological and psychological development. This stage is also a crucial period for the formation of their outlook on world, life and values. Typically, they are good at accepting new ideas, advocating new science, and willing to pursue truth. They have innate huge interest in new things that are "distinguishable" such as emerging cultures and foreign cultures. Before entering the university, they are mainly subject to normative value guidance of teacher and study purely for entering higher school; after entering university, they mainly focus on random self-exploration and enjoy the colorful campus life. The ups and downs in various life journeys can inadvertently cause their confusion or discomfort. Based on various kinds of modern social software such as WeChat and QQ on the modern Internet mobile terminals, various cultures quickly and directly reach students' life space in a form loved by youth and posed direct impact on students' self-identity, national identity, especially on their cultural identity.

B. Changing times

The immense social and economic development practice since China's reform and opening up has deeply imprinted on the value identity of students. Economic and social development will inevitably cause cultural changes, and the values will change accordingly. The increasing diversification of interest relationships and distribution methods has also promoted the realization of self-worth and the awakening of consciousness of satisfaction to personal interests. The objective and practical side has become increasingly prominent. The incomplete market economy system has led to the increasingly out-of-standards development of individual interests. Vulgar cultures such as money worship, utilitarianism, individualism, and hedonism are widely spread. The utilitarian personal life, the short-term life value goal, and diversified social value realization methods have become the new characteristics of contemporary college students' value orientation.

C. Cultural collision

Ideology and culture are the soul of a country and nation. Culture has always been the external expression form or carrier of values, and exists in people's various relationships, originated from and penetrated into people's lives. The integration and collision of multiple cultures is one of the fundamental factors causing the development and change of values. Today, the world is becoming a "global village". Different cultures are more frequently and deeply posing influence on people in all fields with their unique charm and astonishing speed. The strong collision between traditional culture, contemporary culture and western culture has formed a convergence and conflict of various ideas. The original standards of good and evil in social life are facing new challenges. It has become difficult to interpret and distinguish some moral issues based on the original moral standards and value standards. Due to the lack of accurate judgments on advanced culture and backward culture, and the lack of positive identity of the value and significance of outstanding cultures, college students have fallen into the cultural dilemma of alienating traditional culture, indifference to authentic culture, obsession with Western culture, and chasing trendy culture in confronting with the dazzling multicultural fusion and impact.

D. Environmental impacts

The cultural atmosphere of college students' living and growing environment is an important factor restricting and influencing their cultural identity. In the interactive connection with the environment of families, school, internship unit, and cyberspace, various cultural values have infiltrated into the moral blood of college students subtly. As the first growth environment of human beings, family culture plays a vital role in the formation of people's values. "Every problem in school will be reflected in students' family, in refracted way, and the roots of all the difficulties produced in school's complex education process can be traced back to students' family," Suhomlinski said. [2] ^{p397} The quickly developed network technology has gradually become a new

medium for cultural communication, and has also opened up a brand-new, vast and incomparable learning space. It has quietly changed the learning and life style of contemporary students, and become a new way for more and more students to acquire knowledge and information. In the past, students acquired ideas and concept through passive indoctrination and arrangement of teacher; now, they can positively search and acquire the knowledge that they want to learn. Culture is spreading everywhere by virtue of the sharing function of information technology. This way stimulates students' confidence in creating new knowledge and exploring the unknown thing, and also provides a powerful platform for young students to express their opinions and views freely.

IV. THE FUNDAMENTAL WAY TO STRENGTHEN IDENTITY OF EXCELLENT CULTURE

The prosperity of a country or nation is always supported by cultural development and prosperity. National cultural strength is an important part of overall national strength. It is imperative to strengthen the excellent cultural identity of college students. The specific path includes the following several aspects.

A. *Abandoning the traditional concept of valuing wisdom and neglecting culture*

Moral education is always the key of college education and is a practical and essential work. Professional courses and cultural courses are an important part of education. For a city, a country, and a university, culture is the soul of its body. The cause of the loss of morality and lack of belief must be the loss and confusion of culture. Neglecting the importance of cultural influence is very harmful. Management personnel, educators, and the educated people all need to update their minds and abandon the tendency of "valuing wisdom and neglecting culture".

B. *Enriching the connotation of excellent culture*

Education is like a river, and culture is the source of the river and the living water constantly poured into the river. The long-standing cultural traditions are important resources for college students to learn about culture. It is necessary to constantly enrich and develop this treasury. Cultural heritage cannot be randomly trampled, vilified, tampered with, or degraded. Any behavior denying the history must be stopped from the source and strictly punished by law; it is necessary to encourage cultural innovation, maintain an open mind, enhance the learning and inheritance of culture, and continuously improve personal cultural competencies.

C. *Creating a good cultural environment*

A good cultural environment has the moral education function of orientation, motivation, cultivation and cohesion, and is a favorable influencing factor for the cultivation and formation of correct outlooks on life, world, and values. A culture with correct orientation, rich content, novel forms, and fun is an important carrier for college students to purify their hearts, resist the invasion of vulgar culture, and

cultivate noble moral sentiments. Therefore, it is suggested to make full use of cultural media such as school newspapers, bulletin boards, BBS forums, speech contests, debates, second classrooms, and micro-videos to promote a healthy and progressive culture, and strengthen the construction of school style, study style, teaching style, corporate culture, and institutional culture. It is also recommended to organize college student art troupes to provide regular performances, play positive and healthy videos, hold karaoke events, create campus songs, carry out various sports activities, hold dance parties, and invite social art groups to perform in school, in order to create a healthy and colorful campus cultural environment, demonstrate the talents of college students in a subtle way, improve their abilities, and exercise their characters. Modern networks, especially mobile networks, have become an important part of college students' lives. The Internet is a double-edged sword. While bringing people huge convenience and massive knowledge, it also creates opportunities for various low-level tastes and vulgar cultures to invade students' thinking. The Internet is the forefront base for college students to shape outlook on values. It is needed to rely on the Internet, strengthen guidance, and combine the active thinking characteristics of college students to incorporate Chinese excellent cultural elements into the lively stories, beautiful melodies, and humorous passages that college students love to see and hear, and strengthen the function of education by virtue of the amplification effect of network. The construction of a healthy and positive cultural environment requires the concerted efforts of all parties, including the support of policies, the attention of leaders, and more the participation and suggestions of all students. In this way, the construction of cultural environment will surely achieve some effect.

V. CONCLUSION

In the current era, cultural identity and cultural confidence are highly raised. College students also gradually appear a series of prominent ethical problems such as weakened beliefs, extravagant living, placing money over everything, lack of integrity, declined academic atmosphere and worshipping things foreign and fawn on foreign countries. Hence, continuously improving college students' identity of Chinese excellent culture becomes an inevitable requirement to ensure the sustainable development of various undertakings in China. The current status of college students' identity of Chinese outstanding culture presents two sides and are mainly affected by four-dimensional factors such as their own characteristics, the changing times, cultural collisions, and environmental impacts. It is needed to abandon the traditional notion of valuing wisdom and neglecting culture, enriching the outstanding cultural connotation, and creating a good cultural environment. And it is imperative to strengthen college students' excellent cultural identity.

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