

The Effective Exploration of the Cultivation of Socialist Core Values for College Students in Ethnic Areas from the Perspective of Communication Studies

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ABSTRACT

College students are the hope of the nation and the future of the country, and they are the main group that cultivates and practices the core values of socialism. Colleges are the main positions for the cultivation of socialist core values. This article analyzes the status of socialist core values communication among college students in ethnic regions from the perspective of communication, and puts forward suggestions for development. This will enhance the sense of identity and practice of socialist core values among college students in ethnic regions. It is of great significance for college students in ethnic minority areas to establish correct values.

Keywords: *Socialist core values; college students in ethnic areas; communication*

1. INTRODUCTION

The cultivation of core values of college students is the main task of ideological and political education in colleges and universities. As to achieve the purpose of cultivating socialist core values. In the process of cultivating the socialist core values of college students in ethnic areas, the dissemination of knowledge and practice can promote the socialist core values, which can improve the dissemination and cultivation effect of the socialist core values.

2. ANALYSIS OF THE CURRENT SITUATION OF THE DISSEMINATION OF SOCIALIST CORE VALUES AMONG COLLEGE STUDENTS IN ETHNIC MINORITY AREAS

With the development of information technology and the increasing popularity of the Internet, Network information has become the main way for college students to receive and transmit information. Through the network information, they can get the information they want to know, and they can also quickly spread their attitudes and opinions to others. This has brought a new path to the cultivation of socialist core values of college students in ethnic minority areas, but it also has new challenges.

2.1 College students do not have strong ability to distinguish themselves

College students are adults, because they have been in the ivory tower, their thinking mode and value orientation are

not quite mature, which is exactly the age stage of receiving education and value input. With the advent of new media and the Internet, college students are beginning to grasp the discourse in the network, but due to the immature ideology, not only easy to be negative attitudes such as utilitarianism and money worship is influenced by negative values such as hedonism, makes some students appeared chaos values orientation, to some extent is difficult to make correct judgment, not only blindly indulged in such negative information, but to see it in the student groups spread that cause more serious adverse effects.

2.2 Disadvantages of social pluralism

Along with the social ideological trend of diversified development, all kinds of social ideological trend poured into the west, coupled with the reactionary forces in the west, from the perspective of the ethnic minority areas, often used in the primary stage of socialism market economy system in China and such problems as legal construction, carry out the relevant ideological infiltration, make our country current socialist values not only impact on the mainstream of thought, also makes the ideological and ideology in national regions to waver or deviating from the mainstream values.

2.3 Insufficient information dissemination of socialist core values in universities

Ideological and political educators in colleges play an important role in dissemination and guidance in the process of cultivating college students' socialist core values. However, colleges in some ethnic regions currently

do not strictly control the qualifications of ideological and political educators, resulting in low quality of ideological and political educators. They have insufficient understanding of current social development trends and college students' ideological ideology, and cannot target the ideological status of college students. Carry out accurate and effective ideological and political education.

3. INFLUENCING FACTORS OF THE DISSEMINATION OF THE SOCIALIST CORE VALUES OF COLLEGE STUDENTS IN MINORITY AREAS

3.1 Ethnic regions' own factors

Ethnic areas are mostly hilly terrain, which is easy to form a closed environment. The unique geographical location and social environment have prompted the ethnic regions to form their own national language and national culture. While enriching the magnificent and colorful Chinese culture, it also hindered the identification and dissemination of socialist core values. In some ethnic areas, there have been situations in which they only identify with the traditional culture of their own ethnic group, and do not accept or accept other cultures. Even some ethnic minority areas still retain the old-fashioned concept of hierarchy. This backward ideology and the normality of being content with the status quo contradicts the equality and enterprising advocated by the socialist core values, which is not conducive to the advancement and practice of the socialist core values. .

The ethnic regions are mostly western regions, which are lagging behind my country's economically developed southeast. Therefore, people living in ethnic areas are relatively poor, making local people spend their main energy on increasing income and improving living standards, thus ignoring the improvement and pursuit of spiritual culture. It also makes it difficult to spread the core socialist values.

3.2 Social environment

While reform and opening up have brought my country's rapid economic growth and continuous improvement of living standards, it has also brought us a variety of colorful foreign cultures. With the reform and opening up and globalization development, these unhealthy foreign cultures have also continuously poured into the country, which has caused a negative impact on the formation of the ideology and values of college students in ethnic areas. Phenomenon of money worship, hedonism, individualism, unpreparedness, and comparison frequently occur among college students, which makes college students in ethnic minority areas lose their way in the wrong social thoughts, and make their theoretical cognition and emotional identity deviate from the right track. This is a failure to create The

negative consequences of a good social environment.

There is no relatively consistent evaluation standard for the publicity and implementation of socialist core values in the society. The relevant reward and punishment system for behaviors that violate the basic requirements of the construction of socialist core values is relatively incomplete. The leadership and work related mechanisms of various government departments lack clear supervision and corresponding target requirements. They cannot be well integrated into the daily life of the people in carrying out the dissemination of socialist core values, and they cannot be used to make socialist core values. Realize its due social effects. Finally, in the process of dissemination of my country's socialist core values, there is still a lack of protection and support of relevant laws and regulations, so that a small number of people have taken advantage of the legal loopholes in the process of facing practical problems, and there have been bad consequences.

3.3 Factors of College Education Model

The traditional ideological and political education models in many colleges in my country's ethnic regions have hindered the recognition and practice of college students' socialist core values to a certain extent. Many ideological and political education in colleges in minority areas are separated from the daily life of college students. Especially under the influence of diversified cultural thoughts, college students are exposed to more and more information content, and their daily lives are becoming more and more colorful. At this time, whether the content of socialist core values cultivation in colleges is contemporary and can it attract college students to study Interest becomes the key to the successful cultivation of core socialist values in colleges

In addition, there are still problems in the ideological and political education of colleges in ethnic areas, such as lack of hardware facilities and imperfect campus management. The soundness of hardware facilities can enable college students to better integrate into the educational environment of colleges . Both the learning process and the activities they participate in after school can enrich the inner world of college students and affect the formation of college students' ideology. In the control of campus network information dissemination, there is a problem that the network supervision department is not sound enough. College students can access a lot of bad information through the network, which will affect the establishment of college students' values to some extent.

4. RESEARCH ON THE COUNTERMEASURES FOR THE SPREAD OF SOCIALIST CORE VALUES AMONG COLLEGE STUDENTS IN ETHNIC AREA

4.1 Relevant countermeasures for communicators and recipients of socialist core values

4.1.1 Disseminators strictly control the sources of information

Colleges are the information disseminators of the core socialist values and the information controllers. In the process of cultivating socialist core values, information communicators in colleges must identify their own positions, clarify their work responsibilities, improve and improve their own knowledge and theoretical system, and study communication-related knowledge in a targeted and purposeful manner.

The communicator of the socialist core values information does not solely control the source of the information. Specifically, it also needs to further process the filtered and filtered information according to the actual situation of the receivers of the socialist core values information. In the end, it is presented to the recipients of information on socialist core values in a form that attracts students' interest in learning, and cultivates socialist core values in accordance with their aptitude. This also puts forward higher requirements for the information dissemination ability of the socialist core value information communicators: only to advance with the times, grasp the pulse of the times, attach a high degree of political sensitivity and education responsibility, and deliver positive energy to college students. Positive and upward network information that conforms to the core values of socialism, accurately and reasonably analyze the harm of negative information and values in detail, can achieve a good effect of nurturing the core values of socialism.

4.1.2 Cultivation of "opinion leaders" among recipients

Among college students, opinion leaders refer to a small group of people with influence, appeal and activity appeal. They will actively process information and interpret it after receiving some information that generates their sense of identity, and then transmit the information to their followers. Most of their followers will be influenced by the opinions and attitudes of opinion leaders and will develop ideas and positions that are assimilated with those of opinion leaders. Among college students, the influence ability of opinion leaders is no less than that of mass media. Therefore, in the process of socialist core values of college students cultivate must set up a certain opinion

leaders, education workers in colleges must pay attention to cultivating top students in the school, help develop their internal potential, inspire their opinion leader consciousness, be included in the socialist core values and the spread of the team, guided by them and to reach a consensus of mainstream values consciousness, in order to achieve for the spread of public opinion students groups.

4.2 Relevant Countermeasures on the Content Innovation of the Dissemination Path of Socialist Core Values

4.2.1 Increase the diversity of content

In the process of cultivating socialist core values, we must adhere to the combination of mainstream values and content diversity. From the cultural, spiritual, moral, emotional and other aspects, we should jointly expand the development of the content of socialist core values to prevent college students from ossifying the content of socialist core values. It is necessary to combine the practical basis with the relevant theoretical knowledge of the socialist core values. The cultivation of socialist core values for college students is also the study and practice of the party and state-related theoretical policies. Therefore, relevant theoretical knowledge must be used as current practical guidance, and then practical actions to promote the enrichment and improvement of relevant theoretical knowledge.

4.2.2 Increase the timeliness of dissemination content

Increasing the diversity of the cultivation content of socialist core values requires the ideological and political educators in universities to grasp the pulse of The Times and take the problems and requirements raised by the development of The Times as their responsibilities. In order to improve the timeliness of the information content, it is necessary to realize the networking, group-oriented and logical mode construction of communication methods, so as to better create a good social atmosphere guided by socialist core values. When using the spirit of The Times to guide the cultivation content of information communication, attention should also be paid to the ideological and behavioral changes of college students in the cultivation practice to react to the spirit of The Times, so as to form theoretical guidance and practice, which enriches the virtuous circle of theory.

4.3 Related countermeasures on the communication methods and media of socialist core values

4.3.1 Colleges establish a working model for network communication

Workers in the cultivation of socialist core values in colleges need to make full use of network technology and establish a network communication and cultivation work model. Nowadays, the combination of traditional media and new media has become an inevitable trend of media development. Colleges should follow the trend of the times and build a network information communication platform with integrated media as the main body, use the network platform as the communication medium, and carry out socialist core values as the guide, The national spirit is the connotation of the relevant websites and small programs with novel forms and rich content.

4.3.2 Colleges should establish a multi-level and multi-field mode of communication cultivation

Local governments in ethnic minority areas should appeal to and coordinate local social communication bodies to assist colleges to jointly develop the cultivation of socialist core values. The government should formulate relevant policies to rectify the local social atmosphere, standardize the guidance of public opinion, and provide a good social atmosphere to support the cultivation of socialist core values in local colleges and universities. In addition, colleges should strictly regulate the inflow of social information, start with the campus culture of the school, participate in all aspects of socialist core values, and integrate them into students' daily life and study, so as to achieve the formation of students' ideological and political literacy.

5. CONCLUSION

This article starts with the status quo of the dissemination of socialist core values of college students in minority areas, analyzes the relevant influencing factors, and then proposes corresponding solutions from the perspective of communication. However, because communication is a newly added discipline of information transmission in the cultivation of socialist core values, compared with the current situation of the cultivation of socialist core values in various universities, the application of communication in the cultivation of socialist core values And the means are still in the initial stage of exploration. I believe that in the future research process, we can better provide good insights for the cultivation of socialist core values.

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