

# Thought on Cultivating Sports College Students' Socialist Core Values

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**Abstract.** Strengthened the education of sports colleges students' socialist core value, must give an adequate consideration of specialities in their major, to highlight the pertinence and timeliness of foster strategy, to return living world, via enhance the modernization of content and form , popularization of expression approach, technicalization and networked of propagation mode, to achieve the practicality of education, to promote socialist core value's transmissibility, influence, attraction, try to make it to be the consciousness inside of the students and the behavior outside, to become the unity of moral knowledge and practice.

## **Socialist Core Values---- Ideal Requirements of Strengthen College Students' Thought-leading.**

College students have unique advanced technology: with systematical education in college, easy to accept new ideas, shouldering cultural heritage, learning technologies, become the main force in the future. For that reason, their states of spiritual home decide own growth and success and influence the college and society. Of course the construction of their spiritual home is moral cultivation, ideals of faith, the demand of political consciousness, to a large extent is the result meet the needs of the self that self-examination, and is also the subject of social life in an active construction practice with the internalization process.” China as a socialist power to open to the outside world and actively participate the economic globalization process is already an irreversible trend.” [1]During the process of globalization, no matter the goods, capital , technology, or more kinds of new social ideas, cultural values, social ideologies are flocked into China.They fight with the mainst ream Marxism belief to occupy their own territory by advanced technology, the rise of new net works and embedding new media. Under the special historical background, historical position and open dissemination system environment, this is just making the Chinese students forward difficulty in the traditional and modern fracture and pains and making their spiritual present the features deferent from the past, including both easy to fall into a loss, but also easy to stimulate a higher level of development of new demands. The fact constantly telling us , for ideological and cultural fronts, it's inevitable that Marxism does not occupy the ideological and cultural feudalism, capitalism, and the other to occupy. [2] It's particularly important to insight into the inner psychological demands of college students, grasp the law of collage students' outlook on life, world outlook and values and strengthen the nurturing of the students' faith to build students common spiritual home.

The socialist core value system is the essence of the socialist ideology, which leads to the direction of the pursuit of our society, so does the individual. The Marxism provides people with a powerful ideological weapon to acknowledge the world, to reform the world. Meanwhile, what people shall do is to insist the fundamental standpoint, view,and methods. In accordance with Conscious and Realistic purport, we could grasp the essence about the complex society. Socialism with Chinese characteristics has a clear aim, which the first one is to achieve common prosperity among the people, and the second is to realize the country's modernization, the last is to reach a great rejuvenation of the Chinese nation. During the span of the 5000-year-Chinese history, people from the ancient to now have raised the whole ethos like peac-loving, hardworking and the pursuit

of unity, the adoration for nation. With the development of reform and opening, all people now make sure that what can we do and what we cannot. . It is the connotation of socialist core value system that the government spreaded it to the national education. Rresident Xi Jinping, stressed that the socialist core value system should be stuck to daily life at the 13rd Political Bureau. We are supposed to grab from baby, from school, printing into textbooks, into the classroom, into the brains. College is a place to spread ideas, cultural heritage, and cultivate perfect personality position. Therefore, we must adhere to the socialist core values as the goal and direction to lead the spiritual home of college students. We are on the step to realize the political education mixing with socialist core values, thereby we can strengthen the force in the field of transmission, penetrability and attraction, which the aim is to integrate the socialist score system into the minds of college students, to make them be the unity of knowledge and practice finally.

### **Students Characteristics ---- the Necessary and Important Consideration in Cultivating Sports College Students' Socialist Core Values.**

Mao Tse-Tung once pointed out that “When shooting an arrow, one must aim at the target; when playing the lute, one must consider the listener;...It simply will not do for our propaganda workers to rattle on without investigating, studying and analyzing their audience. “ When cultivating sports college students' socialist core values, we must basis on a deep and comprehensive understanding to sports college students. In fact, there are many peculiarities of their own with the exception of common characteristics of general young college students.

#### **Overall low Cultural Quality**

The entrance scores of sports college students are lower and with large difference for there are several sources including professional training teams, competitive sports schools in provincial and municipal levels, and students with high school or middle school qualifications. On one hand, the habit of long-term exercise training makes them pay lots attention to advancing personal sports skills, which would and must spend an amount of time, physical strength, energy and physical fitness on sports training. On the other hand, most students are not interested in cultural classes and have weak initiate, purposiveness, planning and consciousness. In this way, the time and energy paid on study are not enough, which cause a situation that their whole cultural study level is relatively weak. As to some theoretical courses, such as Cultivation of Ethics and Fundamentals of Law, An Introduction to Mao Tse-Tung Thought and the Theoretical System of Socialism with Chinese Characteristics and Theory of Marxism Philosophy, are already became the most afflicted classes. The effectiveness of teaching is being thoughtful since sleeping, playing cellphone, looking through micro-blog and wwechat almost became authentic depiction of these classes.

#### **High Practical Ability, Like to Participate in Social Practice.**

Sport is a very practical profession. It requires participants to conduct specific exercise training under the teacher's instructions, and the guidance of theory, so as to grasp the movement of skilled technology, skills, and to improve their competitive level. Most students of sports universities have been practicing sports since childhood. Their lasting bonds with sports in the long process of physical exercise, and actively participation in sports practice, not only improved their performance, but also let them realized that experience is the best teacher, thus committed to apply their knowledge into practice, and to develop a love for practice. Their frequent participation in athletic competitions contribute to students of sports colleges like exposure, and like to be the center of attention and also be appreciated. On the other hand, being enthusiastic, energetic and unable to sit still for a long time is another feature of them. Due to the high attention they received, their full of interesting, and diversified forms, social activities are greatly favored by college students, more attractive to sport college students. Most sports major students will participate in various social

practice: teaching in fitness clubs; work at training institutions; participate the events as a player, judge or volunteer ; attend summer vacation's "three rural" social practices.

### **Students in Sports Colleges are (mind) Flexible and Easy to Accept New Things.**

Sports with athletic competition is not only a test of technology, physical fitness but a more agility test of people's reactions. Engaging in sports training and participating in various contests make them agile and clever and widen their vision, and open their active thinking. At the same time, they have psychological adventures, the spirit of pursuing "new", "special", "odd" and other new things. Sometimes their sensibility of, mastering and using new things are even better than the teachers'. When the convenient internet communication comes to them, they can make the fully advantage of their strength to learn the world as soon as possible in time, meanwhile, with the active comment to the new things. Besides, it is also play a role of catalyst during the information transmission.

### **They have no Fear of Hardship, and Never Cease to Climb New Height.**

Students will be created a strong sense of will, feeling neither hardship nor tired and hard working spirit by sport training. The competition will urge students to challenge and compete for new heights. This quality which made during sport training can be transferred into real life and other activities easily, other students can be encouraged by it and achieve peer education, then forming into youth group full of vigor.

### **Multi-pronged----Enhance the Optimized way of Cultivating Socialism Core Value of Students in Sports University.**

To cultivate and practice the socialism core value, we should focus on spiritual level and based on practice level. In order to make socialism core value became our compass and coordinate, guidance of action and refuge of our thinking, we should build country, social and individual linkage mechanism, insist on the methods that press close to reality, life and people, obey the regular pattern of cognition, apply education,law,administration,economy or other methods comprehensively, pay more attention to the problem of popularizing rate, operability and mechanism. Therefore, in order to enhance the education of socialism core value of students in sports university, we should do as follows:

### **Enhance the Specialty Literacy of Staffs who are Responsible for Ideological and Political Education in Sports University.**

Teachers who teach ideology and politics the the main body to push the cultivation of college students' socialism core values and play a fundamental role in their spiritual homeland: on one hand, the condition of ideological and political quality, work ethic level and acceptance of socialism core values of teachers in ideology and politics which becomes the first material for college students to learn and to practice; on the other hand, we should let every college student to accept and agree with the socialism core values which requires teacher to make it clear. Therefore, under the background of new era and the appeal of cultivating and practicing the socialism core values, sports university must build a team of composite transmitted people of Marxism who have the higher consciousness of politics, work hard and have well business ability. They not only insist on the ideal belief of the theory of propagation team and make the socialism core values become the appeal and quality of the ideological and political workers as well as good style of study and work. Besides, the ideological and political workers should overcome the style of "behind closed doors" and "scholastic-changed", go deep into students, approach to students, learn about students and get involved in students which make them emotional dependency and mutual affinity. The ideological and political workers also should possess composite knowledge system of theory transmission and know not only Marxism basic theory also communication, psychology,education and science of culture.

## **Make the Education Modernization, Publication, and the Expression of Language Popularization.**

“Thinking theory of every time, thinking theory of our time are productions of history, they are different in forms in different times and have different conceptions.” Today, we are in a time which is open with variety thoughts, big-bang of information and a society with changeable knowledge-economy time. So, when we teach students in sports university about socialists core values we need to get close to the theme of our time, seize the pulse of construction of the thoughts in our time, make it modernization and to guide the public and students in sports universities with the socialists core values.

Needs are the inner driving force of university students to take the theory education. In order to strengthen the foster of socialists core values on sports university students, we have to follow the hierarchy of needs from Maslow, establish the consciousness of “regard men as the basis”, take the real lives of sports students as references and their needs to force stage by stage, to know their thoughts, feelings, wants, pay close attention to the violent difficulties and hot issues, receive their accepts through responding and solving their practical problems.

The modern spreads shows that the expressions of language and the way which the information spread of the system of theory have a great influence on the public’s agreements on theory. To strengthen the education of socialist core values in sports universities, we need to avoid the theorize of expression and make it close to our lives and listen to people’s voice, use simple words and the acceptable way to express the socialists core values. To do these, we can improve the timeliness and acceptance of the socialists core values spreading.

## **Try our best to Make the Way of Spreading Technological and Informationalized**

The students of sport college mostly burn from 1995 to 2000. The majority of them have a better living standard and live in a high-tech area. With the television, computer, cell-phone and Internet, especially the Internet function in their cell phone, they become the one who always focus their eyes and use their thumb on their cell phone. On the other blog, microblog, wechat and momo become the platform where they enjoy themselves. Know about the news, come up with their opinions and build a spirit land for them. So we should fully use the Internet platform, especially the appear of the new media. Combine with the feature of Internet spreading and the psychological asking from the students in sport colleges. We should spread the socialist core values at once through literary, voice and video together. Meanwhile, we should collect others opinion according to the Internet forum. On the other side, we should, we should know the netizen’s opinions, and repeat them.

## **Come Back to Simple life and Practice in Education**

Mao pointed out in the article where are the right thinking come from? That is the right thoughts drop down from the sky? No, is it inherent in our head? No. The right thought can only come from the practice in society, the production fighting, class fighting and the experiment, The socialist core values of students are inherent. It forms gradually from deep in the society, experience life and feeling in our lives. It becomes the value thinking about you finally. The practice activity attracts the sight of our students through its lively form. The students in college is not forced to accept the political education. Instead, they take part in the society practice. Through the practice, they can satisfy themselves in every level especially the spirit and self-value. Therefore, sports colleges should use their strength and the features of the students to establish the theory on school management. Making a connection between the professional class and socialist core values. Through the International sports games which is hold in Chinese with socialist core values. Besides, we should promote our political education through practice and let it communicate product, spread and increase. Through that way, we can let the ideology became concentrated. We can make the socialist core values deep in students mind and become their value thinking.

## **Establish Mechanism of Long-term Action System**

Building the socialist core values could not accomplish in an action, but a long term. It needs to mix the building and practicing socialist core values into schools' developing and managing and turn to as the internal motivation, First is strengthen the ideological and political education. Second is inspiring mental workers devote into public enterprise's enthusiasm initiative. Third is strengthening compass's cultural atmosphere. Forth is building a evaluation mechanism of socialist core values about dissemination of results of dynamic management feedback. Construct a viable evaluation index system in the transmission of information, internalization, and so increase the popularity and respect. By checking periodically through diverse forms of socialist core values of college students to cultivate the actual results and disparity, in order to fully grasp the socialist core values of college student's progress of cultivation and practice.

Strengthen sports college students' socialist core values is a long-term and complicated work. It needs teachers have strong personal quality, and care about students physical and mental develop. They should return to the real life in reply idea, keep pace with times, and make this kind of mental consciousness, to realize that socialist core values inside the college students and outside of their own code of conduct.

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