

The Cultivation of College Students' Core Values under Background of "Micro-era"

Dongju Du

College of animal science and technology
JiLin Agricultural University
Changchun, China
Email: 473352805@qq.com

Hailong Shao

College of engineering and technology
JiLin Agricultural University
Changchun, China
Email: lxy@jlau.edu.cn

Abstract—With the development of Micro-blogging and Wechat, updating and widely used mobile terminal technologies, as well as micro-philanthropy, "micro-era" has come. The widespread use of information technology in social life changes the way people communicate and the way of living dramatically, thus changing the ideology of the people, thereby affecting people's social life, especially for college students who are very sensitive to information technology. The core values of students are a very important part of the development of a healthy personality and the development direction of socialism with Chinese characteristics. The arrival of "micro-era" has brought new opportunities and challenges to the development of college students' core values. Universities must adapt to the new situation and create a harmonious and healthy "micro-environment" to promote the "micro culture."

Keywords- *micro-era; college students; core values; challenges; way of cultivation*

I. INTRODUCTION

Micro-blogging, Wechat, micro-sites and micro-APP is the media representative of Micro-era. Micro-era changes people's way of thinking and behavior. Micro-blogging and Wechat satisfy the college students' strong desire for knowledge and the desire to maximize the possession of information. Chairman Xi Jin-ping has pointed out that we should take advantage of a variety of time and place, and create favorable nurture and promote the socialist core values and social atmosphere. Thus, understanding the core values of the Micro-age and exploring the new way to cultivate college students' core value have become a new topic for the universities.

The opportunities faced when cultivating college students' core values in the Micro-era

The cultural products of Micro-era increasingly show its unique strength and have an important impact on the cultivation of core values. Like other emerging technologies, it also played a "double-edged sword" effect.

A. *Fission diffusion of information broadening the core values to reach*

With the development of micro-media era, the traditional role of information dissemination transformation occurs, it is not only the audience information, but also the producers and disseminators of information. In micro-blogging, for example, college students use a PC,

smartphone, and tablet computers to use micro-blogging platform for information exchange, information search, information dissemination. The forms of information including text, images, video, audio, etc. The comments function of micro-blogging is based on personal interests and practical needs. Micro-blogging accelerated diffusion of information. College students are the major users of micro-blogging, We chat and other modern information exchange tool. Nurturing and promoting the core values of college students to combine with micro-era cultural products is going to help broaden the coverage of the core values, so that students become the recipient and communicators of the core values.

B. *Permeable value conduction to promote core values into daily life*

Cultivation of the core values should not just stay in the classroom, but should also be integrated into the daily lives of college students, and strengthen the concept education in daily life, deepen the awareness and recognition of core values in the recessive environment. Wechat and micro-blogging has fragmented information dissemination characteristics, breaking the time and space limitations of traditional media and become the main way to fill idle time of college students. College students are in the midst of micro-era all the time. At the same time, most people's information collection is from their lives. The content of information is simple and plain, is about chores around the sentiment, or to express inner feelings, compared to being instilled by theory, in micro-age, the cultivation of the core values relies on profound truth resides in plain expression, which is able to raised more emotional resonance among students. In addition, it weakens the exclusion against the boring and empty way of preaching. We chat builds a new communication platform, no matter when and where, users can be closely linked to each other, sharing their lives, exchanging ideas, making emotional communication, helping others, sharing learning outcomes, developing a positive attitude towards life.

C. *Cultivation of interactive information feedback improve core values*

Students grasp the ideological trends, so that demand teaching, nurturing the core values and the value of

confused college students together, is to enhance the effectiveness of cultivation, identify priorities premise. Integrating theory with practice and enhancing the relevance of education[1]. In the micro era, education and the educated have more equal status, the use of microblogging, letters and other interactive media to achieve equal dialogue and educated free expression of thoughts, educators understand the ideological dynamics based on the exchange of content. Dissemination of traditional media is a one-way communication model across the point, educators living in absolute dominance in the value of the boot, the passive acceptance of the educated, less express their thoughts and feelings, blocked communication between educators can not be based on educated Feedback adjustment value guide arrangement effectiveness of the work was extremely restricted. Currently, the vast majority of universities to establish official micro-blogging, for students to express their aspirations to provide a good platform for interactive, student participation in school affairs independently and discuss social events, regular school setting for students hand feedback information aggregated for focus issues in depth analysis and timely decision making. Feedback for the ideological and political education workers to provide real comprehensive, timely and effective information material, reasonable arrangements to promote their work plan, targeted, targeted to improve the core values of nurturing.

II. THE CHALLENGES FACED DURING CULTIVATION OF STUDENTS' CORE VALUES IN MICRO-ERA

A. *Flattening propagation mode weaken the degree of value guidance*

In the era of micro-flattening trend spread more obvious, handheld mobile terminals each individual is an information dissemination nodes, compared to traditional information media, micro era of information dissemination is more convenient and civilians. "Mouthpiece" to "Qunyan Tang" transformation, to a certain extent, facilitated the more people express emotion and interest demands, however, flat mode of transmission is not conducive to control the direction of the mainstream media, the spread of the main uneven levels of media literacy, disseminate content or does not comply with the core values or even a complete departure, poor information dissemination of information as in fission of "virus" spread corrosion socialist core values. Micro-blogging, letters and other plays an increasingly important role in modern information dissemination, to strengthen the "micro position" value guidance of the party and the country.

B. *The lagging construction of laws and regulations weakening micro environmental regulation*

Fast compared to the arrival of the era of micro, China's relevant laws and regulations, construction is lagging behind, the lack of clear regulations and policies of social

norms and guidance^[2]. Enter the micro era, information dissemination greater freedom and openness, spread faster, low entry barriers, everyone can become producers and disseminators of information, increasing the difficulty of monitoring microenvironment. Colleges and universities, to strengthen the supervision of major significance microenvironment, college students as future builders and successors of socialism, and create a favorable external environment is a strong guarantee for its growth and success. Laws and regulations lag in large environments, the lack of effective legal basis colleges in the micro-environment supervision and management, information can only build a firewall through technical innovation and resist erosion of bad information, can not effectively carry out sanctions against illegal activities, supervision and management effectiveness general.

III. EXPLORING THE PATH OF CULTIVATION OF COLLEGE STUDENTS' CORE VALUES IN MICRO ERA

Micro arrival times for college students to cultivate core values provide a new platform to help nurture the ways and methods, the carrier with the times, but we must also be a clear understanding of the core values of nurturing students under micro background facing new challenges and tests^[3]. Research and explore new paths core values of nurturing students under the new environment, to achieve organic integration of new communication micro-blogging, letters and other media with the core values of college students to cultivate and become an important task of the current ideological and political work.

A. *Enhancing use consciously, grabbing the public opinion propaganda "micro positions"*

Considerable evidence that, ideological and cultural fronts, the Marxist, proletarian ideology do not occupy a variety of non-Marxist, non-proletarian ideology or even anti-Marxist thinking it will be occupied^[4]. Times have changed the original micro college students living environment and behavior, micro platform of free speech, active thinking, emotional expression Students become an important choice and value to pursue. "Micro-position" of development, to nurture the core values of college students inject fresh blood, nurturing way to achieve by "lose" to "sparse" changes, enhancing the attractiveness of the core values of contemporary and nurtured. Faced with new environment, we must strengthen ideological and political workers use consciously, updated educational philosophy, get rid of stereotypes and mindset, grasp the development trend of the times, the timely use of new media tools and methods foster innovation.

B. *Perfecting regulatory supervision system, creating a harmonious and healthy "micro environment"*

The emergence of new media environment, while expanding the new mainstream platform for propaganda

value, on the other hand non-mainstream and multicultural even a complete departure from the mainstream values provide a breeding ground, and create a harmonious and healthy "micro-environment", in addition to improving participation in the body's own media literacy, the need to establish and improve the relevant legal system, from both self-discipline and his common-law norms involved in the main "micro behavior." First, the development of special laws for microblogging, letters and other micro-era cultural products. Micro-era rapidly approaching, the regulatory laws failed to catch the pace of development, the existing legal system for some illegal activities are not specifically designated legal, there are many loopholes in the regulatory system. Second, strengthen the punishment of illegal activities micro era. Micro-era actors reshape legal consciousness, a necessary requirement to strengthen the supervision of public power, the authority of the laws and regulations in order to effectively regulate and restrain individuals "micro behavior." For the purposes of colleges and universities to form a harmonious and healthy microenvironment conducive to create a favorable external environment for college students micro behavior, but also the need to strengthen the regulatory campus microenvironment, the person responsible for the establishment of a full-time micro-blogging, letters and other monitoring public opinion and values to guide and improve the poor micro information reporting and punishment mechanism to speed up the campus network real-name authentication, multi-pronged, three-dimensional manner.

C. Strengthening the collaboration and exerting "micro force" of value guidance

Students cultivate core values is the common responsibility of the whole society requires all forces come together to communicate closely and effectively with the

formation of joint management work pattern. First, strengthen the university departments organic linkage^[5]. Students cultivate core values is an important part of college Rucker Shuren, the school committees must closely follow the development requirements, timely and decisive decision-making, the core values of the micro-age college students cultivate inclusion of ideological and political education work schedule, designate a person responsible for strengthening co-ordination, supervision and implemented. Second, to promote effective collaboration of school. Students cultivate core values of micro-era requires not only universities to strengthen itself, but also the whole society to work together to create a healthy growth of college students learning environment. Party and state laws and regulations must be accelerated, play a good micro-era public opinion to guide the "gatekeeper" role, to crack down on all kinds of bad information on the spread of micro-platform, actively promote the socialist theme and seize micro position by a positive voice and advanced culture.

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