

The Influence of Social Ideological Trend on College Students' Ideological and Political Values

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Abstract. The influence of contemporary social ideological trend on college students' ideological and political values and behaviors has an important effect on the healthy growth of college students. This paper analyzes the positive impact of social ideological trend on college students' ideological and political education, including enhancing the information field of college students, enhancing the degree of attention of students in the country, social life and other aspects, and enhancing the dialectical ability of college students to distinguish right from wrong. Negative effects include weakening college students' mainstream ideological and political the power of education, resulting in college students are not strong sense of responsibility. Therefore, the author puts forward some countermeasures in the above factors: strengthen the propaganda and education of ideological and political education to the mainstream ideology, give full play to the advantages of theoretical research in colleges and universities, strengthen the study of the positive impact of social thought, standardize the campus construction, establish a harmonious campus culture Atmosphere and optimize the way of education and communication, and correctly guide the students' world outlook, outlook on life and values.

Social ideological trend in the corresponding historical background, based on a certain psychological basis, with the corresponding theoretical form and a certain influence of some tendencies of the ideological trend ^[1]. With modernity, group, initiative and reality and so on. It is a reflection of a certain social life ideology, reflecting a certain period of political, economic, cultural and social aspects of prominent issues and people's spiritual changes in the concept.

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Because of the immaturity of social status, the young college students are the most vulnerable to the influence of social ideological trend which is mainly reflected in two aspects: positive influence and negative influence on College Students' Ideological and political education:

Positive Impact. To enhance the vision of college students: With the continuous progress of the social era, the channels for the dissemination of information are more and more extensive, college students through the network media and paper media, etc. to obtain the latest social ideological trends, this social ideological trends involved in a very wide range, its production and popular with different historical and ideological roots. Therefore, it is conducive to college students understand the social ideological trend ,to form their own political and ideological point of view, to facilitate college students to enhance their own information field of vision.

To enhance the degree of concern to students about the country, social life and other aspects of information: Now the rapid development of science and technology, information dissemination is timely, rapid, broad and comprehensive features. To this end, college students can easily understand the country and social life and other aspects of information, especially in the smart era, the full popularity of smart phones, college students can be a mobile phone can easily understand the latest social hot issues. At the same time, with the ideological and political education and the state of

patriotism to promote and promote the work, so that college students in the social trend of more to strengthen the state and social life and other information attention.

To enhance the ability of college students to distinguish between right and wrong dialectical analysis Information age is the world to become a "global village", so that we receive the information with all-round, multi-channel, open and diverse features. This is caused by the students to the social ideological trend is no longer passive acceptance, but began to learn with their own ideas and understanding, to form their own ideological value system, the social ideological trend of discrimination and identification, which to some extent to strengthen the ideological and political education of college students.

Negative Factors. Weaken the power of mainstream ideological and political education of college students: College students are the builders and successors of socialism with Chinese characteristics. In college, college students mainly carry out socialist core values education and carry forward the education of Chinese patriotism, socialism and collectivism. However, the current social ideological trend is generally healthy, but because of globalization and information diversification and other reasons to intensify the socialist reform and development process of contradictions, many social ideological propaganda of capitalist thinking, anti-Marxist ideology, Thinking and even anti-party and anti-communist ideology, which for college students ideological and political education will inevitably lead to a certain degree of weakening, so that the ideological values of college students shaken, contrary to the mainstream socialist core value system.

The sense of responsibility of college students is not strong: With the social thought in the spread of hedonism and money worship and other ideas, but also with the only child's growing growth conditions, making some of the current mainstream ideological changes in college students, making some students quick success, do things only from their own interests, ignoring the responsibility of others, family, society and the country, and pursuing the wrong creed of "people do not have to punish themselves", one-sided attention to their own interests, and indifferent to national affairs and social militia ^[2].

Measures to Improve the Influence of Social Ideological Trend on College Students' Ideological and Political

Strengthening the Propaganda and Education of Ideological and Political Education to Mainstream Ideology. Strengthen Marxist-Leninist ideology and political theory education, and use marxist dialectical materialism and historical materialism to analyze dialectical analysis of social thought. First of all, with the historical development of the perspective of social reality, to increase the national identity of college students: ideological and political education is an important part of college students education, is the product of socialization. The ideological and political education of colleges and universities should be based on the historical and continuity of social development and other characteristics, to carry out education to review the history of the past, but also point to the present and look to the future. For the existing changes in social development, through the development of materialist dialectics and historical materialism, to study the historical development of social development and the characteristics of reality, and analyze the future trend of the form. Through the review of history, to help students master the fine tradition of the Chinese nation, to enhance the students' national identity and sense of responsibility. Secondly, it tries to use the dialectical materialism and historical materialism to analyze the social thought, and through the analysis of reason to resist the influence of social thought on the mainstream ideological and political education. Many of the contemporary social trends are introduced from the Western countries, therefore, college teachers in the ideological and political education, to guide students in accordance with western conditions and historical reality and other environment, the social trend of thought placed in a specific historical form of objective, comprehensive and realistic analysis, analysis of the existence of social trends, development and changes in the law, so that students can understand the nature of social trends from the ideological orientation, improve the dialectical ability of college students. At the same time, it is helpful to cultivate the materialist dialectical thinking of college students, so as to promote the students' socialism based on objective reality,

thinking about their own social value and self-value and enhance the socialist values of college students^[3].

To Play the Advantages of Theoretical Research in Colleges and Universities, to Strengthen the Positive Impact of Social Learning. First, teachers should strengthen self-cultivation. As the guide of ideological and political education of college students, we should strengthen the times and constantly improve their own theory of cultivation, to learn to use flexible teaching methods, college students face a variety of social trends in the problem of flexible dialectical answers, Learn to use Marxism, socialism with Chinese characteristics and socialist core values and other advanced theory to see the nature and form of social thought. To teach students to master the correct way of thinking, so as to cultivate students' dialectical thinking ability^[4]. In addition, teachers should strengthen the "two courses" construction. Two courses in the university to carry out Marxist theory and ideological and political education. Strengthen the construction of the teachers of the two teachers, through the study of book theory and out of visits, academic exchanges and other activities to strengthen the theoretical ability of teachers. Through the combination of the current form of education, to teach students to form a correct outlook on life, world outlook and values. Second, strengthen the student party organizations, student associations and other student organizations. In colleges and universities, the impact of student organizations can not be ignored. A good group can form a group cohesion, the cohesion of the group for the members of the impact is great. Therefore, the party organizations, cadres and other cadres to take a leading role in the party organization to play the role of advanced theory to help students dialectical view of social trends.

Standardize the Campus Construction, Establish a Harmonious Campus Culture Atmosphere. Colleges and universities should be in the "teaching and educating, environmental education" concept to create a healthy campus culture environment, to give students a harmonious campus culture atmosphere^[5]. Through the construction of the campus culture atmosphere, to guide students in the direction of healthy development. Through the promotion of mainstream socialist core values and the spirit of patriotism and other concepts, the formation of Chinese characteristics with the campus culture. So that students through the campus culture subtle influence, making students to establish the dominant position of the socialist core value system, the negative impact of social trends play a certain containment.

Optimize Education and Communication. The way of communication of social thought is mainly paper media, network media, electronic media and so on. Therefore, colleges and universities in carrying out ideological and political education, to carry out the analysis of social trends in education, in addition to the traditional classroom teaching methods, students should be based on the characteristics of information, close to the students' interest in life and other ways to organize teaching, so as to attract the attention of students Force, so as to facilitate the educators, educators and educational content to carry out interactive exchanges, can really strengthen the ideological and political education of college students. However, the way of modern scientific and technological means, colleges and universities to carry out ideological and political education in ways and means can also be based on changes in the times to broaden a variety of channels, including WeChat, qq, micro-blogging, school forums and other channels, in a variety of ways to spread the community. The core values system and other mainstream communication ideas, with more vivid stories, examples and other education students, so that students form a correct world view, outlook on life and values.

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