

# **A Probe of Correcting The Wrong Tendency and Innovating The Ways of Cultivating and Practicing The Core Values in Colleges and Universities From The Perspective of The Internet Plus**

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**Keywords:** Internet plus, network platform, core values, innovation path

**Abstract.** In the Internet plus age, in the process of cultivating the core values, colleges and universities have the wrong tendency with different degree of attaching importance to emerging content and despise existence, attaching importance to form and despise content, attaching importance to sermon and despise edification. It is necessary to be corrected in time, thoroughly connect the online and the offline, closely connect the in and out of classes, ensure the cultivation and practice of the socialist core values and realize the full coverage and run through the whole process.

## **1. Introduction**

With the rapid development of information technology, a large number of revolutionary products are rapidly emerging and widely used. The Internet has greatly changed the way of life, and many of the changes are subversive. Some novel, convenient and superior performance electronic products, especially the products which are rich in many kinds of fashion elements and modern feelings are welcomed and loved by people and thus become the pet of the times and occupy people's time and space, rapidly and deeply affect people's living habits and thinking ways. It is not only very important but also necessary to be sensitive to these changes and keep up with the times, but the premise is to grasp the degree and choose the way.

## **2. Careful exam the wrong tendency of cultivating the core values in colleges and universities in the Internet era**

### **2.1 Attaching importance to emerging content and despise existence**

It is very gratifying that, as one of the most sensitive groups of technological change, the leaders and administrators of colleges and universities can recognize the role of the Internet in a timely manner, and have taken prompt and decisive measures to meet the needs of the development of the times. From the point of view of the cultivation of core values, there is no doubt that all colleges and universities know and can use the network platform to carry out core values education. But everything is all about just right, going too far is as bad as not going far enough, once overvalued, anything must go to the other extreme, into another dead end. While everyone is flocking to use the network platform to carry out core values education, some colleges and universities have fallen into the misconception of "attach importance to the new channel platform and despise the traditional carrier position", and even some colleges and universities have blindly attached importance to network platform, whether or not consciously ignore or even give up the traditional position. Undeniably, with the increasing frequency of upgrading of new technology products, it is indeed inappropriate to continue to use some traditional, even obsolete, channel platforms and carrier positions to carry out core values education. It is no surprise that they are the abandoned children of the times. It is indeed a kind of wisdom to be able to abandon the dross and extract the essence of the times, without sticking to the old. It fully embodies the reform the old and keeps pace with the times. But if no distinction, no analysis, blind pursuit of the trend, take all traditional as outdated, useless, continuous fashion, it is clearly outweigh the gains. In the age of the Internet plus, there must indeed

be Internet thinking, but Internet thinking is not only about the Internet, everything else doesn't matter, but take the Internet as an extremely important component. Comprehensive analysis: it is necessary to preserve and uphold some of the traditional but effective, even classic ones, and to upgrade some of them in a timely manner, even though they have defects, but still have value, even if they are very useful. It is even more important to study and analyze the emerging, fashionable ones carefully, to choose the most suitable network platforms according to their actual conditions, and to adapt them to the needs in a timely manner, rather than to abandon all the existing ones without analyzing them or bring in all the new ones and use them.

## **2.2 Attaching importance to form and despise content**

In order to carry out the education of socialist core values, we must speed up the reform and innovation, and only with solid and deep reform and innovation can we really guarantee the actual effect. The cultivation of core values, in essence, is ideological work. Thought political work and ideological work are building edifices in ideology, especially in soft land. Both beautiful and solid, they are very difficult, and urgently need new methods and means, all of which depend on innovation. In the words of General Secretary Xi Jinping, "innovation is needed more than ever." At present, colleges and universities in our country have generally recognized this point, and have also taken corresponding measures to comprehensively strengthen the "idea innovation, means innovation and grass-roots innovation", which is emphasized by General Secretary Xi Jinping, especially in the aspect of means innovation. It can be said that we tried everything possible, and showed a variety of forms. But also, some colleges and universities pay too much attention to the form in the process of innovation, often ignore the content construction, so as to they all suffer a lot of hardships, but the effect is very different, it is difficult to feel satisfied. There is no denying that in the present era, the ways of education and dissemination are extremely rich, with many names, various types, and bad coins driving away good coins from time to time. "Good wine is also afraid of deep alleyways," some good forms are taken so that teachers and students will be pleased to see it and accept cheerfully is not only important but also necessary. But it is important to remember that the basic premise here is "good wine", that is, to make sure the content is good first. The form is serving for the content, if does not have the good content as the support, no good form will help. Some colleges and universities in the process of cultivation, only pay attention to form, do not pay attention to the content, whether physical activities or virtual space, they all strive to pursue the form of the new fashion, but not the content of the vivid and profound efforts. There are even a few colleges and universities in the process of cultivating core values, engaged in so-called resource integration, achieve many things at one stroke, hu pieced together, call white black, only in name, even the specific content is not involved; there are some replace "education in fun" with "full entertainment", on the face of it, can indeed win some of the laughter of teachers and students, but the essence would disappearance with the laughter and nothing deep mark. It not only consumes a large amount of resources, but also does not receive substantial results, and even produces some misleading, causing teachers and students to resent, thus putting the cart before the horse and wasting money. Therefore, to cultivate socialist core values, we must take enhancing the actual effect as the starting point, always insist on "content as king", choose the appropriate form according to the concrete content, attract teachers and students with fashionable means of communication under the premise of content leading, infects teachers and students with rich characteristic activities in order to ensure the realization of educational function.

## **2.3 Attaching importance to sermon and despise edification**

There is no doubt that positive education is the most important way to cultivate and practice socialist core values. There is no doubt that this must be upheld. Without a clear-cut positive education and an indispensable scientific interpretation, it will never be possible for teachers and students to clearly understand and profoundly understand the essence and core meaning of the socialist core values. There is no alternative to this. But it is also necessary to recognize clearly that positive education is not equal to rigid preaching, nor is it equal to inculcating education. Due to historical reasons, many colleges and universities in the process of cultivating core values have some disadvantages: from

theory to theory, to explain concept with concept, not close enough to practice, or even not to combine with practice at all. Just blindly inculcate the inherent ideology into the mind of the audience, so it sounds boring, looks dizzy, and brains trouble, people neither want to listen, nor to see, labor but little effect. As a result, the classroom rise up rate is not high, the click rate on the network is low, the related theme activity also lacks the person to ask for, even if passively participates, it also is "stand on one's side apparently but actually on another's", the actual participation rate is very limited, the effect is hard to satisfy the satisfaction. It is undeniable that there must be a certain amount of theoretical interpretation for positive education, but theoretical interpretation is not an empty preaching, nor just a rigid way, but an attractive and persuasive explanation and persuasive interpretation, elaborate rigorous theory with vivid examples. In the words of General Secretary Xi Jinping, it is necessary to learn to "tell a good story about China" and tell a good story related to the core values of socialism. Do not use serious and very correct preaching, after all, such correctness is only in the text, in the book, on the document, so that it is easy to be putted in a drawer, and quickly turned over and ignored. At the same time, many colleges and universities tend to ignore a point, that is, the process of human generation is a process of gradual and sudden change, enlightenment and epiphany, a process of self-construction of a subject, a process of understanding and experience.<sup>[1]</sup> Therefore, to cultivate and practice the core values of socialism, the most important thing is to create an atmosphere and environment for teachers and students to accelerate the process, that is, the core value culture. The colleges and universities campus are like pickle jars, and culture is the soul of the colleges and universities, like the pickle juice, with the function of infiltration, infection and edification. What kind of culture will cultivate what kind of people, as long as the overall construction of the culture of advocating and carrying forward the socialist core values, teachers and students through such culture, self-learning, self-education, self-correction, self-cultivation, will "into the room of Chih-lan". This hidden power is the kind of fearsome, distant, overt preaching that far from being able to compare.

### **3. Make a thorough connection between the top and bottom of the line, make sure that the cultivation and practice of socialist core values can be fully covered**

In the age of the Internet plus, the impact of the Internet, especially the mobile Internet, on the life of teachers and students in colleges and universities has needless to say. Occupying this position and making good use of this position, we must really win the "battle on the Internet", which is free of gunsmoke. It is necessary to link up and down the line effectively, make the network closely related to each other, and the virtual space and the entity space interact together, so as to achieve full coverage. The misunderstanding that needs to be clarified here is to attach importance to "online", not just "online". First of all, many problems appear to be "online problems" and deep-level problems are "offline problems". What we usually called "online" is mainly the form of expression and mode of communication. As for the concrete content and mode of operation, it needs careful thinking offline and constant attempt. Second, just online not offline, is like a tree without roots, water without source. Some colleges and universities have bitter lessons in this respect. Because of lack of strength, some colleges and universities keep up with the development of the situation and concentrate their strength on the official websites and WeChat platforms. They either voluntarily or reluctantly give up school newspapers and windows, propaganda column and other traditional mainstream positions, but due to the constraints of many factors, the effect of the online platform is not satisfactory, the ultimate gain is not worth the loss.

Therefore, in order to give full play to the role of "online", we must work hard at "offline". We must firmly establish systematic thinking, not only focus on the effectiveness of online performance and dissemination, and comprehensively comb out the connection and support offline, plan and design from the ground up, but also make good use of all kinds of traditional mainstream platforms and positions offline, scientific and rational layout, in order to make all kinds of platforms, such as newspaper, network, etc, resonate in the same frequency, such as pictorial, audio, visual, and so on, all flowers bloom together.

Online and offline, or at the same time, or specifically strengthened, or supplemented, in different ways to ensure the achievement of the same core goal, in order to achieve the effect of clear theme, diverse forms, different emphasis, echo with each other, point to a unified. Constantly strengthen, consolidate, and enhance the understanding of the core values of socialism between teachers and students, and always form a clear understanding and strong identity in their minds, reaching to the depths of their hearts and souls, in order to effectively counter all kinds of massive fragmentation of information on the network, especially the information containing the mainstream values of the west, which impacts interference and eliminates the impact on the socialist core values. At the same time, many problems that appeared online also need to be carefully analyzed and solved offline, especially the ideological problems expressed online. The online explanation shows that both online and offline thinking is needed to deal with the problem and must be solved offline through warm, deep ideological and political work, which can never be replaced by the cold network. Therefore, the essence of Internet thinking is to consider all aspects of the two, to promote the integration of the two, towards the same direction at the same time, the two are indispensable.

#### **4. Close connection between inside and outside classes, make sure the cultivation and practice of Socialist Core values throughout the whole process**

Classroom is not only the hall of imparting knowledge and skills, but also one of the most important places to cultivate socialist core values, it is the most unique advantage of the school compared with other units. Paying attention to the classroom and making good use of the classroom is the most effective and convenient way for colleges and universities to cultivate and practice the socialist core values. The classrooms in colleges and universities are different from those in primary and secondary schools. There are not only public courses, including ideological and political theory courses, but also specialized courses in various specialties, as well as rich and colorful second classes. That is, we often say various forms of community activities and social practice. The strict sense of the classroom, that is narrow-sense classroom, refers to public and professional classes. At present, the use of ideological and political theory courses (including form and policy courses) to carry out socialist core values education has been the central government's basic requirements for each college and university, the main problem is that many colleges and universities in the ideological and political classroom is relatively boring, the rise rate is not high. The effect is not obvious, how to make the ideological and political classroom fashionable and get alive, successfully catch the students' eyes, automatically lead the students' thinking, so that students can actively follow the guidance and deduction of the teachers into it. Therefore, to become a faithful supporter of socialist core values is a common problem faced by colleges and universities, but must be solved.

The use of other public courses (including public basic courses and public elective courses) and professional courses (including basic theory courses and experimental training courses) to carry out socialist core values education is a short board for many colleges and universities. Even in some areas it is still blank. At the same time, how to cultivate the core value of extracurricular space and time, including daily education management and all kinds of student activities, is also a big problem. As far as the present situation is concerned, most of them are loosely focused on the subject matter, relevance, integrity is not strong, many links are still vacant, sometimes even laissez-faire. In order to cultivate the core value, we must be responsible and dutiful, never fail to be absent from duty.

At all times, we must firmly establish a system of thinking, constantly strengthen the overall and the whole view. We will put the ideological and political courses, public courses, professional courses, lecture sessions, student activities, student education management and students' daily life together in an overall consideration, define their respective functional orientation, formulate a unified plan, and make their themes clear and hierarchical, interlinked, naturally connected, integrated, and in the implementation of the planning process, establish timely and effective communication and coordination mechanisms, conduct timely consultations and adjustments in the face of new circumstances, and coordinate the implementation of the plan. We should construct the "Great ideological and political" work pattern. Among them, the ideological and political course has always

been in the mainstream position. Other courses, according to their own reality and characteristics, could help to strengthen their cognition and deepen their understanding from more dimensions. The report will help to fully understand and grasp the overall situation from a higher position and a wider perspective. All kinds of activities and educational management through vivid and fresh practice and specific guidance to help understand the essence, timely consolidation, do a clear task, clear priorities, linked to each other, accurate in place.

### **Acknowledgement**

This research was financially supported by the Special Project on ideological and political work of philosophy and Social Sciences Research in Jiangsu Province(2017SJBFDY683), and the Key projects of Scientific Research Foundation of Taizhou Vocational and Technical College(TZYKYZD-17-4).

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