

Sports Volunteer Service and the Cultivation of university Students' Core Value of the Generation after 90s.

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Abstract - Sports volunteer service is an important way for university students to participate in social activities. It is also a kind of positive introspection of individuals' life meaning, through which dedication, fraternity, helping each other and progress are achieved. This is in accordance with the socialist core values brought up in the 18th Party Congress, that is: "advocation of the richness and powerfulness, democracy, civilization and harmony; advocation of liberty, equality, justice and rule of law; advocation of patriotism, dedication, sincerity and friendliness." Therefore, sports volunteer service is an important method of practicing for strengthening the cultivation of university students' socialist core values.

Index Terms - the Generation after 90s, Sports Volunteer Service, the Cultivation of university Students' Core Value

It has always been an important task to develop the youth into those who can achieve comprehensive development and become the builders and successors of the socialist cause. The policy of "Moral Education Comes First" is an important element of university education. Under the principles of the 18th China's communist party congress, universities should build the concept of "education by practice" and continuously extend new carriers of ideological and political education, taking the good opportunity when our sports cause is flourishing under the call of building a sports power. We should also take advantage of the sports events held home and abroad to realize a dynamic integration of the sports volunteer service and the ideological and political education, to strengthen the cultivation of university students' socialist core values and help them establish a correct outlook on life values and world view, and make them have a strong belief and confidence.

I. The Socialist Core Values—the Goals and Orientations of University and College Students' Ideological and Political Education.

University students is the nation's future and hope, the successors and builders of the socialist modernization drive. The effect of their ideological and political education is not only related to their health but also closely related to the country's development and the nation's future. Therefore, "CPC Central Committee and State Council on Further Strengthening and Improving Ideological and Political Education," used "three ensures" to emphasize the importance of strengthening and improving the university students' ideological and political education: ensuring that our country is always in an invincible position in the international competition; ensuring to realize the goals of building a well-off society in an all-round way and speeding up the socialist modernization; ensuring that the cause of socialism with Chinese characteristics to thrive and have successors.[1]

China's Reformation and Opening up has brought the thorough transformation of the social interest distribution pattern and restructuring. Interest differentiation has led to the diversification of value orientation. At the same time, The Reformation and Opening up has also provided a way for western countries to spread the democracy system and western values and the development of science and technology, the rise of the Internet and new media provided convenience for spreading the ideological invasion. All kinds of ideology appeared. Bourgeois liberalization, new liberalism and socialism nation blot out the differences between capitalism and socialism; the historical nihilism tries to cover up and forget the history; pragmatism and utilitarianism advocates that everything should be judged by profits. Many facts has shown us that if Marxism doesn't take up the position of ideology, the feudalism and capitalism or other decaying thoughts would. [2] It is imperative that we strengthen university students' ideological and political education and improve their discriminability and insight. This is the first point. Secondly, nowadays the generation after 90s has become the mainstream of university students. They were born in an age when the market economy develops at a high speed and the society is materialistic. They were spoiled in the exceed love of parents. On the whole, their outlooks on life and values are positive, but the complicated ideology patterns has created confusions and discomfort for them, especially when they meet the collision of the reality. Many problems emerge. Mammonists were bent solely on profits; individualists will sacrifice the public's benefits for their own sake in the face of the collective, national and personal conflicts of interest; hedonists love vanity and pursuit enjoyment all the time. The misplacement of ideal and reality lead to the failure of correct self-positioning. Therefore, it is quite important for us to get familiar with and understand the laws of characteristics of university students outlooks on life, world and values, in order to help the healthy growing of students.

"Ideological and political work is the lifeline of economic work and all other work." It is the inevitable choice and important historical responsibility to attach great importance to ideological and political education, and to ensure that the contemporary college students' political position firmness and the purity of ideology. College students' ideological and political education with education of Marxism is the main task of the college students' bring up, cultivating students who have ideal, morality, culture and discipline and become qualified socialist builders and reliable successors. To achieve this goal, "we should cultivate students who have correct

outlooks on life, world and values, moral values and proper view of law systems, motivating the initiatives of university students.” [3] On the sixth plenary of sixteen session in 2006, the party put forward “the socialist core values system”, emphasizing that “Strengthen Marxist guiding position, persevere in arming the whole party and educating the people with the latest theoretical achievements of Sinicization of Marxism to Chinese conditions, encouraging morale with the national spirit characterized by patriotism and the time spirit characterized by innovation, leading fashion by socialist concept of honor and dishonor, and consolidating the common ideological basis of the united struggle of the Chinese people of all ethnic groups in the party.” [4] The 17th Communist party congress has demanded that we put the “socialist core values system” into the process of national education. In the following national education work conference, Mr Hu Jintao pointed clearly that: “We want thoroughly develop education career in the whole society, especially among teenagers who will carry forward the socialist core value system, further forming the common ideal faith and moral norms, cultivating civilized practices enhancing national cohesion, and stressing the party’s ideological and moral foundation of the united struggle of the Chinese people of all ethnic groups, also constantly promoting social harmony.” [5] The 18th Communist party congress stressed again the work of strengthening the socialist core values system. The important mission of our colleges and universities is to cultivate qualified builders and reliable successors of the socialist cause. As a result, we must adhere to the socialist core values for college students ideological and political education goals and direction to realize the ideological and political education effectiveness and double stacking of socialist core values, really making socialist core values go deep into college students’ after 90s’ heads, internalized as their thoughts, and into their action.

II. Sports Volunteer Service —The Inherent Embodiment Of Socialist Core Values

Mr Jiang Zemin once highly praised the young volunteers. He thinks that “the young volunteers’ actions are very noble causes of the contemporary socialist China, representing the Chinese nation’s traditional quality of taking pleasure in helping others and helping the poor. It is a cause with promising future. It is beneficial in set up the good fashion of dedication, fraternity, mutual assistance and progressiveness in the whole society” .[6] Later, the association of volunteers set “dedication”, “fraternity”, “mutual assistance” and “progressiveness” as the core spirit of volunteers. As one of the volunteer service, the sports volunteer service possesses the spirit of volunteering : dedication, fraternity, mutual assistance and progressiveness, which is exactly the representation of building the socialist core values system and actively cultivate the socialist core values.

A. *The Sports Volunteer Service Represents the essence of the Marxist theory.*

Marx pointed that as the existence of individual life,

people do not only have the materialistic need of eating and clothing, but also have higher level of spiritual need. He pointed that the existing physical production condition of capitalist society and factors like social systems lead to the alienation of human. The highest need and ideal is people's liberation and all-round and free development, that is to achieve adequate and comprehensive development, beyond the limit of external force. Certainly humans’ needs are not powerful and unconstrained styles, but based on practice. “The nature of life activity, all the characteristics of species, it is one of the characteristics of class, and consciously free activities is one kind of feature.” [7] Practice is human-specific activities. In other words, humans’ materialistic and spiritual needs appeared, solved and satisfied on the basis of practice. “Man's all-round development is a practice process, we can only truly to experience from practice, and explore man's all-round development.” [8] The sports volunteer service is a kind of practice, that is “Adhering to the voluntary spirit, individuals or groups sacrifice time, energy, technology and provide other services to promote the development of social, community, individual and group sports.” [9] In the process of volunteering, “dedication”, “fraternity”, “mutual assistance” and “progressiveness” are manifested.

B. *Sports volunteering service embodies the spirit of the common ideal of socialism with Chinese characteristics*

Whether the great rejuvenation of the Chinese nation, or the "Chinese dream" proposed by President Xi Jinping, all express the common idea of Chinese nation. The Chinese nation has created a glorious history, leading the trend of world civilization. While the Opium War development had changed the development trend of Chinese nation, pushing China into the world history boundary. The whole state was fallen into poverty, and the Chinese people suffered a lot. Chinese was ridiculed as the "sick man of East Asia". The Communist Party of China led the people of all ethnic groups, overthrowing Three Mountains, imperialism, feudalism and bureaucrat-capitalism, achieving the national independence and people's liberation and creating the great cause of socialism with Chinese characteristics and the start of the great national rejuvenation of Chinese nation. Our country had shaken off the title of “the sick man of East Asia” for we have led the development trend of gymnastics, table tennis, diving and other sports. the Olympic Games, Asian Games and other international sports events held in China is the reflection that China had been a big sports country. “Symbolic embodiment of national image through sports, have a strong resonance and coexistence, promoting domestic political integration. Sports can be used to reflect the national image, enhance national vitality.” [10] Our powerful sports strength determines people's identity to the path of socialism with Chinese characteristics. We will enhance the confidence and determination of achieving the "Chinese dream". In fact, the comprehensive construction of sports power and eventually built a sports power, should be included in the "Chinese dream". The modern overall layout of "five-in-one" tells us that the spiritual civilization is an important part of the common ideal of socialism with Chinese characteristics. "No volunteers, no

success." Sports volunteering spirit is bound to play to its full extend with the development of sports power.

C. Sports volunteering service embodies the spirit of the national spirit with patriotism as its core and the times spirit with reform and innovation as the core.

Patriotism is the soul of a nation, and the strong spiritual power of a nation's survival and development. In fact, the hold of sports events held in China is not only the show of the strength of our sports undertakings and the economy, but also the show of our national culture and national spirit. Sports volunteering spirits, dedication, love, mutual aid, progress are reflected from the volunteering work. It shows the Chinese people's cultural level, moral accomplishment and national spirit to the world, promoting our country's cultural image .

Sports volunteering service is a comprehensive service activity. It not only ask volunteers having dedication, fraternity spirit, but also the ability of volunteering service, understanding sports or management or medical knowledge. Sports volunteering service could offer translation aid, transportation, improve communication, carrying out the news media services and organizing cultural activities. In order to successfully complete the sports volunteering service, college students should show their creative thinking, pragmatic quality, enterprising attitude in the process. Volunteers should have the spirit of high demand fast action. All of these are the essence of our national spirit of times and the reflect of times spirits.

D. Sports volunteering service embodies the spirit of the socialist concept of Honor and Disgrace

In the socialist market economy tide and the pursuit of maximizing the benefits, many people are in the pursuit of economic interests of fame and status, while sports events volunteers not work for profit, but aiming at helping others. Dedication is their core concept. In the process of volunteering, volunteers hand out olive branch to everyone regardless of their race, religion, region difference. Volunteers not fight alone but work in cooperation. In the process of training and servicing, the volunteers constantly value their ability, and perfect their knowledge about volunteering work so as to improve their comprehensive ability. In the process of volunteering, the integrity , collective concept, discipline and patriotism will be enhanced. All of these are consistent with the socialist concept of Honor and Disgrace put forward by Hu Jintao on March,2006, stressing “ love the motherland, serve the people, advocating science, hard work, solidarity, honesty and trustworthiness, abide by the law and work hard”.

III. Sports volunteering service -- an important practical route of cultivating socialist core values

In 2004, the CPC Central Committee and State Council "opinions on Further Strengthening and improving ideological and political education" ([2004]16 paper) will be regarded as an important link in the social practice of College Students' Ideological and political education, it plays an irreplaceable role in cultivating college students' character sentiment ability. Emphasizing the function of educating people to give full play

to the volunteer service of the Ministry of education in 2009 promulgated the "on further promotion of volunteer service activities of the opinions of the students". As the important volunteering service, sports volunteering service is a practical activity, playing an important role in strengthening college students' socialist core values cultivation.

A. Sports volunteering service to help meet students' spiritual needs

Students participate in sports events volunteer service, both to increase social experience demands, also have the desire to assume social responsibility. Sports volunteering service can provide them with insight sports feast, also learning motivation college students. It is good for students' future as well as for social contributions. It offers opportunities to practice sports event volunteer services for students, enrich their social experience, accumulation and increase their practical ability and practical skills, do a good job in all preparations for the combat after graduation, but also for the formation of the correct values, outlook on life, world outlook provide a practice platform, more practice of unity of knowledge and thought political ideas and ideology theory of cognition. Internal demand is the driving force for the practice as well as an important opportunity to cultivate the socialist core values of college students .

B. Sports volunteer service helps to stimulate their patriotic enthusiasm

"Participating in various activities and servicing for the Olympic Games, can greatly improve the volunteers' sense of responsibility and mission and stimulate their patriotism and national spirit so as to help them to establish a global vision, a cross-cultural perspective, set up firm national self-esteem, self-confidence and pride, and consciously safeguard the dignity of national interests and national." [11] Through participation in sports volunteering service, volunteers not only dedicate to the events, feel the country's strength, but also always have the feeling of "I'm Chinese" to regulate their own behavior. This will not only stimulate their patriotic enthusiasm inspired by the strong, proud of their sense of national pride, sense, but also enhance their sense of historical responsibility, prompting them to consciously put personal interests with the motherland.

C. Sport event volunteer services to help students develop good occupation accomplishment, enhance the sense of social responsibility

Zhao Liang in the 08 Olympic Games to the influence on College Ideological and moral education of the Olympic Games have gratefully wrote, "cultivate dedication and devotion, a victory is not arrogance, defeat is not hungry, hard work, heavy responsibilities, advance despite difficulties, diligent and positive excellent quality, set up the good atmosphere respect the referee, respect for teachers; carry forward the friendly cooperation, hard work and plain living, the traditional virtues of the Chinese nation" [12]. As mentioned before, sports volunteer service is a professional, comprehensive and very strong practical work. It needs

volunteers to understand sports activities, operation management, and to participate in the information support, spectator Services, language translation, the civilized etiquette work. Through participation in volunteer service, college students take responsibility, and through their own efforts, greatly enhance the social responsibility of college students. Mission requires students be conscientious, do one's best and wholehearted devotion to public duty. Even in the high strength work situation of high density, they also do not give away, conduce to the formation of College Students' good occupation accomplishment, and bring about a fundamental impact on their future occupation career.

D. Sports volunteer service to help students develop the quality of unity and cooperation, honest and friendly.

Many hands make a light work. Sports events, regardless of size, level, the ranges are very wide, so it needs a volunteering group's team cooperation, which is bound to promote volunteer college students after 90 change "individualism" style, the overall situation, learn to get along with others, correctly solve the contradictions and conflicts in the process of voluntary service, enhance their team consciousness. Sports volunteer service guests, which may be officials, may also be athletes, or other workers, may be a Christian, may also face the Catholic faith, both may face normal people, may also face the disabled, both may face is Japanese, it may also be that Americans, or other small countries people. So it asks the volunteers to make no exception in the service process. In this way, college volunteers will gradually develop no racial prejudice, discrimination, national religious bigotry, forming quality friendship equal integrity.

Former Soviet educator Sue Home Linsky once pointed out, the education of educators intent is more subtle, more can be accepted by the objectives of education, the more energy into the inner requirement of educational objectives. The core values of college students are not innate, but gradually formed in the process of society, life experience, life, and internalizing

for thinking about the value of their own. Sports volunteering work provides a suitable effective general practice platform for the youth university students and make the educated to be personally on the scene to experience advanced ideology, value of life, enhance the spirit of quality, enrich their spiritual world, building the spiritual homeland. Therefore, as a platform, the large-scale sports event volunteering service the socialist core values into the volunteers of the learning content, help to improve the practicality of ideological and political education, effectiveness, pertinence and long-term, comprehensive development and the growth of students.

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