

# Research on the Education of College Students' Socialist Core Values in the Micro-era

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**Abstract.** The report of the Nineteenth National Congress of the Communist Party of China profoundly expounds the rich connotation and practical requirements of socialist core values, integrates socialist core values into all aspects of social development, and transforms them into people's emotional identification and behavior habits. How to make college students learn and understand faster, guide and deepen the socialist core values education and cultivation system in Colleges and universities, and take the core values as a fundamental content throughout the whole process and all aspects of college education and teaching, is a major issue facing colleges and universities at present.

**Keywords:** universities, socialist core values, construction, research.

## 1. Introduction

In the report of the Nineteenth National Congress, it is pointed out that we should cultivate and Practice Socialist Core values, integrate socialist core values into all aspects of social development, and transform them into people's emotional identity and behavior habits. We should deepen the education and cultivation system of socialist core values in Colleges and universities, take core values as the fundamental content throughout the whole process and all aspects of college education and teaching, and effectively deepen the education of core values in Colleges and universities.

## 2. Problems in the Education of Socialist Core Values

With the advent of the micro-era, micro-media such as micro-blog and micro-messaging are rapidly prevailing. These "micro-era" media have a profound impact on College Students'ideological concepts, ways of thinking, interpersonal communication, learning and life in all aspects. At the same time, they have brought new problems to the education of College Students' socialist core values. This survey conducted a questionnaire survey on 13 college students in Shaanxi Province, analyzed the current situation, problems and causes of College Students'socialist core values education in the micro-era, and explored innovative ways of College Students' socialist core values education.

### 2.1 Diversified Ways for College Students to Understand Socialist Core Values

Table 1. Survey of Ways of Understanding

channel	Classroom Teach	Books and periodicals Magazine	Training of Party Members and League Cadres	network media	television Radio broadcast
Percentage	67.94%	35.71%	41.98%	46.56%	33.60%

At present, among the ways for college students to understand socialist core values, classroom communication accounts for 67.94%, network media path ranks second, accounting for 46.56%. Training of Party and League cadres, books, magazines and television broadcasting accounts for 41.98%, 35.71% and 33.60% respectively. According to the survey and statistics, students understand socialist core values through newspapers, broadcasting and other news media accounts for 41.98%, 35.71% and 33.60% respectively. More than half, through other media, account for a small part. From this analysis, it can be concluded that to increase the propaganda of socialist core values, we can start with newspapers, radio, television, network and other news media. In this highly developed era of the Internet, we should make good use of the convenient and fast channel of micromedia. At the same

time, we should also do a good job in the propaganda work of other media and carry out propaganda in many aspects, levels and perspectives.

**2.2 Survey on the Effectiveness of Channels for Integrating Socialist Core Values**

Table 2. An Investigation on the Effectiveness of Integrating Socialist Core Values into Channels

Viewpoint	Percentage
Do a Good Job in Classroom Teaching	47.36%
Do a Good Job in Class Party and League Second Classroom Activities	45.25%
Operating New Media and Making a Good Position of Network Public Opinion	57.28%
Various kinds of excellent appraisal and pioneering activities for students	29.33%
Start from now on, start from small things around you	25.76%
Mainly rely on schools to do a good job of all kinds of work	35.24%
Other	0.72%

When it comes to "how to integrate socialist core values more effectively into all aspects of students' study and life" (multiple choices), the first place is "using new media and network platform" accounting for 57.28%, the second place is "doing a good job in classroom teaching" accounting for 47.36%, and the third place is "doing a good job in the second classroom activities of class party and league" accounting for 45.25%. The freedom and openness of the times can better integrate into college students' study and life. In addition, traditional ways and concepts still have a significant impact.

**2.3 Enhancing the Type Investigation of College Students' Socialist Core Values Education**

Table 3. Types of Enhancing the Education of Core Values

Type	Percentage
Ideological and Political Curriculum	42.92%
Training of Party Members and League Cadres	35.07%
Lecture Forum	27.51%
Network Platform	39.36%
Thematic Presentation Competition	24.32%
Typical recognition activities	11.42%

Under various optional circumstances, ideological and political classroom teaching is the main way for students to receive education and study, accounting for 42.92%; secondly, the network platform is becoming more and more popular among college students, accounting for 39.36%; the role of education played by the training of Party and League cadres, lecture forums, thematic reports competitions and typical commendation activities carried out inside and outside schools is 35.07%, 27.51%, 24.32% and 11.42%, respectively. This shows that while strengthening front-line teaching and carrying out various campus activities, we should take the initiative to grasp the discourse power of the network platform and turn it into a new learning platform and communication channel.

**3. Cause Analysis**

**3.1 Impact of Network Virtual Environment**

The convenience, virtualization and rapidity of the network environment have brought great changes and impacts to the study and life of contemporary college students. Because of the characteristics of College Students' age and the attraction of the network, college students are fond of

the network and enjoy it all the time. Therefore, the openness and concealment of the network has become an important channel for Western hostile forces to publicize "universal value", publish bad comments and undermine us. In order to make innovations and gain more attention, some university students who are willing to express themselves are easily confused by these negative thoughts and cultures, and they will follow the bad information indiscriminately, so that they can make students at the value choice level. Face has produced confusion, thus doubting the ideological and political theory course, negative evaluation of the ideological and political theory course teaching, but also makes the ideological and political workers lose the authority and dominance of educators, so that the socialist core values education only become the content of the examination, its real purpose and value are ignored, and have a negative impact on both sides.

### **3.2 The Value Orientation Tends to Diversify and the Moral Judgment Declines.**

Mobile Internet has the characteristics of instantaneity, anywhere and improvisation, which corresponds to the scene, space and life in real life. The dissemination of mobile Internet information has the characteristics of instantaneity, randomness and fragmentation, which meets the needs of young people for information acquisition and social interaction based on the values and interests of netizens. At the same time, the penetration of various hostile forces and Western forces on the mobile Internet is accelerating. They are dressed in the so-called western democracy, freedom and justice. Their essence is to speed up the transmission of decadent capitalist reform ideas, to subvert ideas, to make college students question the value orientation, and to have ideological divergences on adhering to the scientific outlook on development and adhering to the Marxist road. In a variety of online games, dating software, negative social news, scandals spread rapidly through various mobile media. The traditional values and moral values are not sufficiently recognized, the moral judgment of young college students is declining, and the value orientation is disordered.

### **3.3 Increased Awareness of the Main Body of Knowledge, Lack of Attractiveness and Appeal in Public Opinion Propaganda and Guidance**

As far as the cognitive subject of college students is concerned, contemporary college students are in a modern society which advocates freedom, democracy and tolerance. They are gradually building and enriching their spiritual world, that is, subject consciousness. As a special group, they have the advantages of comprehensive improvement of quality, active thinking, willingness to think independently and easy to accept new things. However, they also have the relative lack of discrimination and self-control, and need to be improved in self-supervision, self-improvement and self-regulation. However, due to the limitation of the environment and the limitation of life experience, the cognitive level of college students still stays at a stage that needs to be further improved. Sometimes they are still a contradiction. On the one hand, they are deeply concerned with the world, full of the sense of mission and responsibility of giving up others, and their words and deeds are at the forefront of the times; on the other hand, when they talk, evaluate and think about social problems, they either do their own thing, take themselves as the center, or follow the trend of others, showing absolute thinking, arbitrary inference, selective generalization, over-extension and emotion. There are great differences in reasoning and labeling. Sometimes, they are also full of fantasy and can not be very realistic. They even like to "drill the bull's horn" and have "naive profundity" which only knows one thing and does not know the other. There are such and such problems in the angle, depth and breadth of the problem.

## **4. Exploring the Innovative Path of Socialist Core Values Education**

### **4.1 Do Top-level Design and Guidance Well**

The education of socialist core values is a systematic project, which needs participation and practice from top to bottom. College leaders should do a good job in top-level design and guidance of core values education. Strive to form a situation in which managers and educators take the lead in demonstration, theoretical innovation, social practice and all staff follow up. First, in teaching,

professional courses and ideological and political courses are interlinked. We should abandon the teaching mode of solo struggle in Ideological and political theory courses, integrate socialist core values into various professional courses organically, integrate the basic connotations and main contents of socialist core values into the overall teaching layout and curriculum arrangement in light of the characteristics of science, engineering, economy, humanities, art and other professional categories, so as to achieve professional education and core values teaching. Education is in harmony with each other. Secondly, in terms of resource utilization, the resources inside and outside the school are interlinked. On the basis of making full use of school-running tradition, school-running policy, school discipline, campus culture and other resources, we should absorb the rich resources of the region and industry where the university is located and tap its function in value education. Third, on the carrier of practice, the teaching platform and the social construction platform are interlinked. That is to say, on the basis of building campus daily ideological and political thematic activities and value education platforms such as forums, forums and voluntary services, actively participate in social construction activities such as new socialist countryside, beautiful countryside and civilized city carried out by the local Party Committee government, so as to deepen college students' understanding of the practice of socialist core values in social practice.

#### **4.2 Perfect and Practical Education Mechanisms for All Persons**

First of all, ideologically, we should establish a comprehensive concept of "educating people by teaching, managing and serving". The core values education in Colleges and universities is not only embodied in the teaching link, but also in the management and service link. Ideas are the precursors of action. Only when all functional departments and faculty members of colleges and universities establish a comprehensive educational concept of "teaching and educating people, managing and serving people", can we really eliminate the prejudice that core values education is only the responsibility of teachers of Ideological and political theory courses (or Marxist Colleges and ideological and political theory courses), and can we also practice it in practice. Form a comprehensive personality education bureau with mutual support from various functional departments and cooperation of all faculty and staff, and then form a strong joint force to promote core values education. Secondly, in practice, we should really give full play to the advantages of various functional departments and the enthusiasm, initiative and creativity of all teachers and staff, and promote the education of socialist core values to go deeper. The propaganda department, student work department and League Committee of Party committees in Colleges and universities should unite with the Marxist College (or the ideological and political theory course department) to fully implement the spirit of the Eighteenth Congress of the Party and the Third, Fourth and Fifth Plenary Sessions of the Eighteenth Central Committee of the CPC, and take the opportunity to study in depth the spirit of General Secretary Xi Jinping's series of important speeches, adopt the way that teachers and students like, and strengthen the school In the construction of garden culture, the education of core values is cultivated in various cultural activities.

#### **4.3 Training Students as "Self-media Persons"**

Strengthen the construction of campus network platform and online public opinion position. Strengthen the construction of thematic educational websites and professional academic websites, and increase the number of campus public at all levels, so that activists can be selected among students, micro-blogs and micro-letters can be opened, public numbers can be set up, campus "self-media people" can be trained, and active guidance can be given to major government decisions and social hot issues, and targeted opinions and opinions can be expressed. The original, in-depth analysis and political evaluation are carried out in campus public numbers, college public numbers, professional public platforms, Weixin, Weibo, campus forums, post bars and QQ groups, so as not to avoid the current hot issues and social focus of students' attention, enhance the attraction of campus network, grasp the initiative of discourse, guide students' ideological and public opinions, and make them become the cultivation of college students' society. An effective platform for the core values of doctrine.

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