

## The Study Significance and Individual Value Positioning of the Ideological and Political Education of College Students

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**Supported by** Southwest University 2014 Central Universities' Fundamental Science Research Funded Project "Study on the Individual Value of College Students' Ideological and Political Education" (SWU1409207); Chongqing City Human and Social Science Key Research Base Project "Study on 30 Years' Value Theoretical Development of Ideological and Political Education" (14SKB022); Southwest University Party Building and Ideological and Political Work Research Base Project "Study on the Entry and Exit System of College Instructors" (14SWUDJJD10).

Received 12 January 2015; accepted 16 April 2015

Published online 26 May 2015

### Abstract

At present, a number of thesis studying the individual value of college students' ideological and political education often turn out to study the collective value of college students' ideological and political education, due to a lack of distinction between "individual" college student and "collective" college students. By identifying the position of the individual value of college students' ideological and political education in the value of college ideological and political education and in the value system of college students' ideological and political education, this paper expects to further clarify the connotation and significance of studying the individual value of college students' ideological and political education.

**Key words:** Individual value of college students' ideological and political education; Positioning; Significance

Wang, L. (2015). The Study Significance and Individual Value Positioning of the Ideological and Political Education of College Students. *Canadian Social Science*, 11(5), 89-93. Available from: <http://www.cscanada.net/index.php/css/article/view/6925> DOI: <http://dx.doi.org/10.3968/6925>

### INTRODUCTION

The individual value of college students' ideological and political education is the three-layered system of ideological and political education, it is a worth studying part in the value theory of Ideological and political education, but the results of the study are less and the research depth is not enough. This paper makes a comprehensive study on the theory, the viewpoint of this research has important theoretical and practical significance for deepening this research.

### 1. POSITIONING OF THE INDIVIDUAL VALUE OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION

What is the position of the individual value of college students' ideological and political education in the value system, and how to identify it is the premise for us to study the individual value of college students' ideological and political education.

Below, we will discuss the positioning of individual value of college students' ideological and political education from two aspects.

#### 1.1 Positioning of the Individual Value of College Students' Ideological and Political Education in the Value System of College Ideological and Political Education

The position of the individual value of college students' ideological and political education in the value system of college ideological and political education can be explored from the following two aspects: Firstly, from the relationship of the individual value of college students' ideological and political education with the value of college ideological and political education; the second is from the relationship of the individual value of college

students' ideological and political education with the value of college students' ideological and political education. From the relationship between the individual value of college students' ideological and political education and the value of college ideological and political education, the individual value of college students' ideological and political education is the three-layered system of college ideological and political education. Since the individual value of college students' ideological and political education is at the third layer of the system, its relations with the value of college ideological and political education is performed as follows: Firstly, the individual value is not only constrained by the value of college ideological and political education, but also affected by it.

Secondly, it is the sub-system of the value of college students' ideological and political education, reflects the characteristics of value of college students' ideological and political education, and responses to its request.

Thirdly, it's at the same layer with the group value of college students' ideological and political education and the collective value of college students' ideological and political education. They're interrelated and mutually influenced.

### **1.1.1 Individual Is the Cell of College Ideological and Political Education**

College students are the focus of college ideological and political education, and a student individual is the basic cell of the key focus of college ideological and political education. Firstly, in term of the function of colleges and universities, college students are the specific object for colleges and universities to foster high-level specialists, and are the basis of existence of colleges and universities.

College teachers and administrative staff educate people by teaching, managing and serving in the purpose of achieving the training and education goal of college students. Though teaching, management and service are targeted at the entire student group, each student individual is the receiver during the receiving process, and the individual's feeling toward teaching, management and service directly affects the direction of the entire college student group, and further influences the class atmosphere, school atmosphere and college atmosphere. These good atmospheres in turn create a good environment for the development of student individuals. Secondly, from the social function of college students in college ideological and political education, today is the critical period for the great rejuvenation of the Chinese nation, the struggle in the ideological field is very complex. Colleges and universities are the main battlefield of this struggle, and college students are the focus which the struggle competes for. College student individuals are the important components of college campus, and the struggle for the student group break through student individuals. Currently penetration and evolution of this kind have occurred already, such as tempting college students to join in some illegal organizations supported by overseas

by the bait of joining association or organization. Finally, enrichment and development of the connotation of individual college student will also affect the development of college ideological and political education. As an important influential factor to college ideological and political education, college students are not isolated individuals, but are closely related to the reality of social and historical background. Marx says, "People are not abstract existences secluded from the world. People are the world of people, are the country, the society." (*Selected Works of Marx and Engels [Volume 1]*, 2012, p.1) With the continuous development of productivity and constant social progress, the content and thinking of individual college student are constantly enriched and improved, which also requires the content, method and approach of college ideological and political education to catch up with the times, and to be consistent with the thinking and behavior characteristics of college students. This will promote the development of college ideological and political education from another side.

### **1.1.2 Individual Value of College Students' Ideological and Political Education Is the Kernel of the Value of College Ideological and Political Education**

The position of individual student in the college ideological and political educational system determines that the individual value of college students' ideological and political education is at the core of the value of college ideological and political education, is the value kernel of college ideological and political education.

Firstly, realization of the individual value of college students' ideological and political education has a direct impact on the realization of the value of college ideological and political education. Colleges and universities are the main front to train high-level talents, and occupy an important position in social development. The value of college ideological and political education is to provide important impetus, support and protection for the stable development of college and personal development of the teachers and staffs. As an important component of college, individual student is not only the basis for existence of colleges and universities, but also the object of colleges' teaching, management and service. Realization of the individual value of this important component lays a solid foundation for the realization of the collective value. An effective realization of the collective value of college students can promote a good running of the teaching and administration of colleges, which in turn affect the realization of students' individual value. College students are the new force and the main force of the goal of "two one hundred years". The realization of students' individual value lays a solid foundation for the realization of college ideological and political education.

Secondly, the individual value of college students' ideological and political education is related to the talent for fostering of colleges. From the perspective of talent fostering, when students graduate from colleges, some

of them go back to work in colleges after advanced studies. They become a member of college teachers and staff. Comrade Deng Xiaoping once said, "Whether a school can train qualified talents for the socialist construction, can foster educated workers with an all-round development of morality, intelligence and physique as well as socialist consciousness, depends on teachers." (*Works of Deng Xiaoping [Volume 2]*, 1994, p.108) Therefore, cultivating good students, and effectively realizing the individual value of college students' ideological and political education is not only related to the future development of the country, but also related to the colleges and universities' own development.

The value of college students' ideological and political education is the secondary system of the value system of college ideological and political education, while the individual value of college students' ideological and political education is at the second layer of the value system of college students' ideological and political education. Its relationship with the value of college students' ideological and political education is shown as below: firstly, individual value is constrained and influenced by college students' ideological and political education. Secondly, it's at the same layer with the group value of college students' ideological and political education and the collective value of college students' ideological and political education. It is the basis for their formation and functioning, but also affects their changes.

## **1.2 The Positioning of the Individual Value of College Students' Ideological and Political Education in the Value System of College Students' Ideological and Political Education**

For the positioning of the individual value of college students' ideological and political education in the value system of college students' ideological and political education, it can be mainly discussed from two aspects: on one hand, the individual value of college students' ideological and political education is the premise and foundation for forming and realizing the value of college students' ideological and political education; on the other hand, the individual value of college students' ideological and political education is also constrained and influenced by the group value and collective value of college students' ideological and political education.

### **1.2.1 Individual College Student Is the Real Entity Carrying the Value of College Students' Individual Ideological and Political Education**

Individual college student is the direct participant of college students' ideological and political educational activities. Although college students' ideological and political education is targeted at the group of college students, the target is for individual student's growth and success. The realization of target and achievement of educational effect is presented on individuals, such as one of the important methods of the daily ideological and political

education, talk activity, which is a typical ideological and political activity targeted at individual students. While the ideological and political course, as the main battle field for college students' ideological and political education, can only achieve the desired effect by directly working on individual students, and being internalized into students' heart and externalized into their behaviors. In addition, the effect of college students' ideological and political education is directly reflected in individuals. A good educational effect enables an individual's ideological, political and moral qualities to be enhanced, spirit to be changed so that the spirit of the entire student group will change, and the spiritual level will be raised.

### **1.2.2 The Individual Value of College Students' Ideological and Political Education Is the Foundation to Realize the Value of College Students' Ideological and Political Education**

The above paragraphs have defined college students' ideological and political education as individual value, collective value and group value. The reason that college students' ideological and political education has no social value is because college students are the consumer group of receiving higher education. Their main task is to study, and they do not have the ability to create material wealth and spiritual wealth. The existence of the group of college students is an asset to the future social development, is a potential value. This value can only be the value of college students themselves, namely the social value of college students, rather than the social value of college students' ideological and political education. The collective value of college students' ideological and political education is a value produced by the group of college students through college students' ideological and political education from the requirements of national and social development and from the perspective of the historical mission of the contemporary college students. If it's reflected in politics, the group of college students should have a firm political stance, political view and political attitude, firmly support the Party's lines, principles and policies; ideologically adhere to Marxism-Leninism, Mao Zedong Thought and Deng Xiaoping Theory, insist to analyze and solve problems with materialist dialectics; be a leader of social morality, a demonstrator of macro-morality, public morality and private morality. The collective value of college students' ideological and political education is targeted at colleges and universities. The college students' collective in the entire colleges, or a variety of collective organizations within colleges, such as classes, student unions and the Communist Youth Leagues, compared to groups, have the characteristics of being organized, having a common goal and having standardized organizational management. A collective has the characteristics of specialty and distinction. For example, different levels or types of higher educational institution, different school spirit, or different learning spirit directly affect

the learning, thinking and style of a college as a whole. The collective value of college students' ideological and political education is mainly reflected in enhancing a collective's organizational and management ability and its members' united and cooperative ability, so as to promote individual students' comprehensive quality and ability within the collective, and lay a foundation for the graduates go to work in the future.

The individual value of college students' ideological and political education is targeted at individual students, and is for their growth and success, free and comprehensive development and achievement of personal life value. Among the three, the individual value of college students' ideological and political education is the foundation, collective value is the intermediary, and group value is the destination. Only when individual value is realized, the members of a collective can have a better quality, a clear high-level goal can be established, members' organizational and management skill can be enhanced, collective cohesion can be strengthened, and collective value of college students' ideological and political education can be better realized, so as to achieve the value of the entire group of college students.

## 2. THE SIGNIFICANCE OF STUDYING THE INDIVIDUAL VALUE OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION

Studying the individual value of college students' ideological and political education has important theoretical and practical significance.

### 2.1 The Theoretical Significance of Studying the Individual Value of College Students' Ideological and Political Education

Firstly, it improves and enriches the value theory of ideological and political education. Though the individual value of college students' ideological and political education is only a relatively small concept in the whole theoretical system of values, it has a status and role which cannot be ignored. To further develop, a theory must extend into deeper, smaller fields. Currently, many studies on the value of college students' ideological and political education are mostly conducted from the perspective of groups, and even the concepts of "group" and "individual" still have confusions. By clarifying the relevant concepts, accurately positioning the individual value of college students' ideological and political education, and taking in-depth study of the value theory of college students' ideological and political education, we're able to further improve the value theory of college students' ideological and political education, and develop the value theory of college students' ideological and political education into a in-depth direction.

Secondly, it enriches the value theory of ideological and political education. The youth and cadres are the focus of ideological and political education, and college students are the most knowledgeable, most dynamic and most promising component of the youth group. Concerning about college students, and studying the individual value theory of college students' ideological and political education from the level of individual students, is an important part of the development of the value theory of ideological and political education. If the individual value theory of college students' ideological and political education continues to be concerned about, discussed and studied, it will create a space for the studies and development of the collective value and group value of college students' ideological and political education, so as to continuously enrich the value theory of ideological and political education.

### 2.2 The Practical Significance of Studying the Individual Value of College Students' Ideological and Political Education

Firstly, it can enhance the attention on individual students. When mention college students, we more concern about the student group, and put forward the goal, principle and method of college students' ideological and political education from the perspective of groups. However, regardless of the college students' group or college students' collective, they are made up of individuals. When there are interconnections, communications and exchanges of individual qualities and individuals, collectives and groups can exist and develop. In essence, collectives and groups are the sum of interconnections, contacts and exchanges of individuals, and ultimately, college students' ideological and political education faces each college student individual with the characteristics of reality, vitality, extreme richness and subjectivity.

Secondly, it helps student individuals to practice the historical mission of the contemporary college students. The general secretary Xi Jinping says in his speech, "Now we are closer than any time in history to achieve the goal of rejuvenating the Chinese nation, and are more confident and more competent than any time in history to achieve this goal." (Xi, 2014, p.50) "The value orientation of the youth determines the future value orientation of the whole society, and the youth are in a period of value formation and establishment, so developing a correct value of this period is important." (Ibid., p.172) The historical mission shouldered by the contemporary college students determines that they must have the quality and capability of practice this historical mission. Although the current mainstream of college students' ideology and morality is good, there are some negative and unfavorable factors affecting the formation of individual value of college students' ideological and political education. Only by strengthening the study of individual value of college students' ideological and political education, and finding the relevant points where student individuals'

needs in specialty and individual development match the social needs, student individuals can grow better and achieve success. Only when we continuously improve the timeliness of individual value of college students' ideological and political education, college student individuals can better undertake their mission.

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## CONCLUSION

There're not many studies on the individual value of college students' ideological and political education. Some concepts are not clearly defined, there's much space for further researches. Only by accurately and effectively positioning the individual value of college students' ideological and political education, we can lay a foundation for the studies of other issues of individual value of ideological and political education.

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