

The “Two, Three, Four” Theories of the College Students’ Socialist Core Value Cultivation

LAN Ying^{[a],*}; PENG Linquan^[a]

^[a]The Ministry of Education Counselor Training and Training Base, College of Marxism, Southwest University, Chongqing, China.

*Corresponding author.

Supported by the Fundamental Research Funds for the Central Universities “the Ministry of Education Counselor Training and the Training Base (Southwest University) (SWU1409208, SWU1109065); Research Funded Projects of Southwest University (SWU1409534).

Received 14 October 2014; accepted 19 December 2014
Published online 26 January 2015

Abstract

As the qualified builders and reliable successors of the cause of socialism with Chinese characteristics, young college students assume the historical responsibility of achieving the great rejuvenation of the Chinese dream. College students are at the critical period of the value formation and establishment, the cultivation of the values of this period is very important. Colleges and universities should strengthen the awareness and recognition of students to socialist core values, promote the socialist core values to enter networks, clubs and dormitories, and promote the combination of education in main channels and education in main positions, the combination of theoretical education and practical education, the combination of ideological education and professional education, and the combination of explicit education and implicit education.

Key words: College; Socialist core values; Cultivate

Lan, Y., & Peng, L. Q. (2015). The “Two, Three, Four” Theories of the College Students’ Socialist Core Value Cultivation. *Higher Education of Social Science*, 8(1), 127-131. Available from: URL: <http://www.cscanada.net/index.php/hess/article/view/6326>
DOI: <http://dx.doi.org/10.3968/6326>

INTRODUCTION

The 18th National Congress of the CPC put forward to actively cultivate and practice the socialist core values.

The CPC Central Committee’s *Opinions on the Cultivation and Practice of the Socialist Core Values* have proposed to integrate the cultivation and practice of socialist core values into the whole process of national education. As the qualified builders and reliable successors of the cause of socialism with Chinese characteristics, young students assume the historical responsibility to achieve the great rejuvenation of the Chinese dream. Whether they can firmly establish and practice the socialist core values has an essential impact on China’s socialist modernization. Therefore, strengthening college students’ socialist core values and educating college students to take the socialist core values as their basic norms of conduct are of a great significance.

1. CONSOLIDATE EDUCATION, STRENGTHEN THE CULTIVATION OF COLLEGE STUDENTS’ SOCIALIST CORE VALUES, AND CULTIVATE THE “TWO RECOGNITIONS”

The cultivation of college students’ socialist core values is a very complex and dynamic process, is a process to transform the external social requirements into college students’ inherent values and value criterion, and a process to make college students accept and recognize the socialist core values in terms of knowledge, emotion, faith, significance and behavior. Liu Yunshan has pointed out that “to nurture and practice the core values, we must work hard to enhance the understanding and recognition, making it well-known and win support from the people”. To cultivate college students’ socialist core values, it is impossible without an ongoing indoctrination. Do a good job of education is the most direct and effective way to cultivate college students’ understanding and recognition of the socialist core values.

1.1 Strengthen College Students' Theoretical Recognition of the Socialist Core Values

College students' theoretical recognition of the socialist core values refers to college students' understanding and awareness of the concepts and contents of the socialist core values. To strengthen college students' theoretical recognition of the socialist core values, we must promote the socialist core values into teaching materials, classrooms and the minds of college students. On the educational contents and methods, we should emphasize the socialist core values to be closer to college students, to reality, to life and to the brains and hearts of people.

The education of socialist core values should be close to reality. Marx and Engels pointed out: "people's awareness changes with the change in their living conditions, social relations and social existences." (*Selected Works of Marx and Engels [Vol. 1]*, 1995,) p.29) Since the thirty years of reform and opening up, our society has undergone a profound and huge change. As the times are changing and society is developing, college students' socialist core value education must be closer to the era. Under the background of economic globalization, social informatization, system marketization and cultural diversification, we should start from the reality of college students to establish an effective educational methods and means to improve the pertinence and effectiveness of the socialist core value education.

The socialist core value education should be closer to life. In college students' socialist core value education, we should use the language of college students to express the theoretical content of socialist core values, take the method which they love to see and accept, based on the reality which they care about, take full account of their cognitive level and acceptance capability, and carry out educational work effectively with the language and means which they are willing to listen, understand and conform to act.

The socialist core value education should be closer to college students. With the development of society, the ideas of college students have shown the features of enhanced independence, increased difference and enhanced variability. In college students' socialist core value education, we should fully respect their ideas and personalities, respect their needs, respect the healthy display of their personalities, carry out highly targeted and personalized education and give a full play of their main role in the educational process.

1.2 Enhance College Students' Recognition of the Socialist Core Values

College students' recognition of the socialist core values includes emotional recognition and behavior recognition. Emotional recognition is the process which internalizes the socialist core values, that means on the base of a comprehensive and profound cognition to the socialist core values, college students cultivate a favorite and

positive attitude to the values emotionally. In college students' socialist core value education, we should make them fully understand and experience the socialist core values. We need to educate them to realize that the socialist core values are not only scientific but also to meet their needs of values. Make the students accept and affirm the socialist core values emotionally, so that they will internalize the values as their own firm faith, which is the inner strength to promote them to practice the socialist core values.

Behavior recognition is the process which externalizes the socialist core values. College students' behavior recognition of socialist core values refers to the process that college students internalize the socialist core values as their own values, use it to guide their practices, and externalize it as the outer behaviors. The 18th National Congress of the CPC has put forward to "advocate prosperity, democracy, civilization and harmony" from the national dimension, proposed to "advocate freedom, equality, justice and legality" from the values of social dimension, and proposed to "advocate patriotism, dedication, integrity and kindness" from the value criteria of citizen dimension. In college students' socialist core value education, we should make them consistently regulate and rectify their own behaviors, so that they can act in line with the advocated behaviors of socialist core values.

2. EXPAND THE CARRIERS, FOSTER "THREE ENTERS" TO PROMOTE SOCIALIST CORE VALUE CULTIVATION OF COLLEGE STUDENTS

Socialist core values reflect the fundamental values and ideological requirements of the development of contemporary Chinese society, which are the ideological security and active guidance to realize the socialist value target. Expanding the cultivation carriers can improve the cultivation effectiveness of socialist core values of college students.

2.1 Promote the Socialist Core Value Cultivation to "Enter the Networks"

Network is the important position to carry out the education and publicity of socialist core values to college students. We need to use the network to guide college students to further learn the basic content and practical requirements of socialist core values, and put the socialist core values throughout the entire process of college students' network ideological and political education.

Firstly, carefully build the theme websites. Pay attention to plan and establish fine columns, continuously improve the propaganda of socialist core values, and introduce a number of educational, informative, readable and popular network-based reading materials, articles and videos of socialist core values. By creating web pages

or linking videos, we should promote the widespread of socialist core values among college students, and establish the mainstream network platforms where they can learn knowledge, acquire information and exchange ideas. Secondly, create a good atmosphere for network communication. Use QQ, Fetion, blog, micro-blog, Wechat, BBS and other online media to increase the attractiveness and cohesion of socialist core values, and create a good spiritual home on the network. For the focus issues, hot issues and difficult problems in the socialist ideological fields, we need to take an active attitude to strengthen the education and guidance for college students, help them conduct rational analysis and build correct value judgments, and effectively enhance their recognition of socialist core values. Moreover, use the socialist core values to lead the network construction. The socialist core values clearly proposes that under the increasingly pluralistic, diverse and changing circumstances what we have to insist, to oppose, to advocate and to resist, clarifies the orientation and criteria for fundamental questions such as socialist rights and wrongs, beauty and ugliness, and identifies people's pursuit of values in the socialist society. By building the network culture of socialist core values, we can firmly occupy the new position of ideological and political education, seize the initiative, to make the network become an important means to carry forward the main theme and cultivate socialist core values.

2.2 Promote the Socialist Core Value Cultivation to "Enter the Clubs"

College student club is the student organization which is built based on their own interests voluntarily and in accordance with the articles of association to carry out independent activities. It is important to support the construction of campus culture and is an important position to carry out ideological and political education. Through club culture building and club activities, the effectiveness of socialist core value cultivation of college students can be enhanced. Firstly, strengthen the construction of "red clubs". "Red club" refers to the theoretical club of college students. On the one hand, by setting up "red clubs", we can encourage more college students to join the clubs. On the other hand, increase the supports to "red clubs". We can set up special funds to supply adequate money for the clubs to carry out learning, educational and publicity activities of socialist core values, making them become the true carriers of socialist core value cultivation of college students. Secondly, impart socialist core values through rich and colorful club activities. We should encourage the clubs to carry out various forms of educational activities in the theme of socialist core values, so that students can learn socialist core values consciously during the activities. Additionally, strengthen club team construction. We need to employ good ideological and political teachers as the club mentors to better guide the educational activities of socialist

core values. We should emphasize training club student backbones and improve their ideological and political qualities, so that they can consciously integrate socialist core values into the work of the clubs so as to lead club members to learn and practice socialist core values.

2.3 Promote the Socialist Core Value Cultivation to "Enter the Dormitories"

Student apartment is the living and communication place of college students and the important space for their growth. As one of the major positions of ideological and political education, student apartment has the significantly increased educational function and becomes the important position which is indispensable for the socialist core value cultivation of college students. On the one hand, we need to construct characteristic campus cultures. We should organize positive and healthy cultural activities in the campus, such as dormitory culture design competition, excellent civilized dormitory assessment activity and dormitory culture performances, etc. to guide students to conduct self-education, self-management and self-service. Create a good living atmosphere to supply a good environment for the cultivation of socialist core values. On the other hand, we need to give full play to the education and guidance of counselors and the exemplary role of student Party members and cadres. Integrate the cultivation of socialist core values into the daily ideological and political education and dormitory management system, and through the demonstration of student party members and cadres' dormitories to help students better internalize and practice the socialist core values.

3. INNOVATE THE MODES, FOSTER "FOUR COMBINATIONS" TO PROMOTE SOCIALIST CORE VALUE CULTIVATION OF COLLEGE STUDENTS

The general secretary Xi Jinping has pointed out at Peking University teachers and students forum on the Youth Day that, the value orientation of young people determined the future values of the whole society. Young people were in a period of value formation and establishment, so the value cultivation of this period was very important. Therefore, we must continue to nurture innovative modes to promote the socialist core value cultivation of college students.

3.1 Promote the Combination of Education In Main Channels and Education in Main Positions

The ideological and political education in main channels and ideological and political education in main positions should be closely combined so as to cover the entire educational process of college students from the time and space. The socialist core value cultivation of college students is the same. On the one hand, the college classroom teaching is the main channel for the socialist

core value education of college students. Colleges and universities should rely on ideological and political theoretical course, situation and policy course to establish the socialist core value theoretical teaching system. Appoint teachers with profound Marxist theoretical attainments and skilled teaching techniques to be the main lecturers, truly transform the abstract theories into fresh, attractive and appealing content. Through theoretical explanations, arouse ideological resonance among college students, so that they will recognize and accept the socialist core values from the heart. Marx once said: "As long as a theory is convincing, it is able to master the people, and as long as the theory is complete, it is able to be convincing." (*Selected Works of Marx and Engels [Vol. 1]*, 1995, p.9)

On the other hand, we should give full play to the advantageous role of the counselor, whom can integrate the socialist core value cultivation into the daily ideological and political education of college students and student management. A counselor is the organizer, implementer and guide of the daily ideological and political education and management of college students, who is the student's mentor and friend. Students are in a critical period of the world, life and value formation, colleges should pay attention to and exert the advantage of the counselor, and give full play to the role of the education in main positions. The counselor should guide college students' ideas and behaviors to the direction in line with the requirements of the socialist core values.

Let Marxism become the distinctive flag of college students' world outlook, outlook on life and values; let the common ideal of socialism with Chinese characteristics become their conscious pursuit; let the national spirit centering on patriotism and the spirit of the times centering on reform and innovation become their self-identification; let the socialist concept of honor become their moral norm. (Feng et al., 2010, p.115)

More importantly, in the cultivation of college students' socialist core values, we need to combine education in main channels and education in main positions, combine education based on theory and education of kind influence, so that students will recognize and practice the socialist core values.

3.2 Promote the Combination of Theoretical Education and Practical Education

The combination of theory and practice is the basic principle of Marxism, is the fine tradition and style of our Party's ideological and political education, and the important principle to guide the ideological and political education. The fundamental purpose of college students' socialist core value education is not just to teach the theoretical knowledge of socialist core values, but to enable students to truly understand and comprehend the spiritual essence and core of socialist core values, to form correct values and value judgments, and establish correct world outlook, and outlook on life and values. To achieve

this educational purpose, we must combine the theoretical impartment and practical education so as to further develop and complete theory in practices.

Theoretical education is the "course approach" to develop college students' socialist core values, and practical education is the "practical approach" to cultivate their socialist core values. "All social life is essentially practical." (*Selected Works of Marx and Engels [Vol. 1]*, 1995, p.56)

Practice is the only way that people test cognition and acquire true knowledge. Therefore, college students' cultivation of socialist core values should not only focus on theoretical impartment through courses, but also reinforce all kinds of practical activities and practical experience. Only when the content of socialist core value education is combined with the requirement of social development as well as the actual situation of university students, resonance can be aroused in students' hearts and they can experience the correctness of socialist core values in practices, so as to promote the formation of internalization and externalization systems, recognize and practice the socialist core values. Social practice is an important carrier of college students' social core value cultivation. It can transform an abstract theory into lively actions, strengthen the students' emotional and behavior recognition and reinforce their belief in the socialist core values. Encourage college students to go out of school and participate in volunteer service and other social practices, lead them to go deeply into society, understand society and serve society so that they can acquire education, improve capability and make contribution to grow as qualified builders and reliable successors of the construction of socialism with Chinese characteristics. For example: As one important form of social practices, volunteer service advocates the spirits of "dedication, friendship, mutual help and progress", which closely and inherently corresponds to the socialist core values, is the important carrier and practical approach to cultivate students' socialist core values and promote the unity of knowledge and action.

3.3 Promote the Combination of Ideological Education and Professional Education

Document No. 16 of the CPC Central Committee pointed out that all courses of colleges had educational function. It was necessary to integrate ideological and political education into all aspects of college students' professional learning. The combination of ideological education and professional education is the new approach and new method in the new situation of ideological and political education of college students. Therefore, in college students' socialist core value cultivation, it should closely combine the ideological education and professional education.

The report of the 18th National Congress of CPC emphasized the development of college students' social

responsibility, innovative spirit and practical ability, which included the content of ideological education as well as professional education. In the promotion of college students' growth, ideological education and professional education are complementary and coordinated with each other. In the higher educational system of our country, the professional education occupies an important position, which includes the all contents and process of professional knowledge learning and practices from books to practices, from classrooms to the society. The process of professional education should be the process that college students not only learn professional knowledge and skills, but also form and develop the values. To combine the socialist core value education with professional education, we should combine the characteristics of students and subjects, integrate the socialist core value education into the process of professional knowledge learning and professional skills training, give full play to the educational functions of professional courses and specialized teachers so as to achieve a combination of "education" and "morality". For example, combine academic norm education with moral education by specialized teachers. Every subject in college education has its own rigorous academic norm and academic ethics, which are throughout the whole process of college professional education. Specialized teachers should pay attention to the moral education of college students, guide them to be patriotic and law-abiding, courtesy and honesty, united and friendly, diligent and self-improved, dedicated and other basic ethics.

3.4 Promote the Combination of Explicit Education and Implicit Education

Explicit education is a more obvious and straightforward tangible educational method, which is adopted quite often recently. Implicit education is in contrast to explicit education, which refers to an intangible educational method without a clear perception of the implementation. The purpose of the traditional explicit education is more direct, and mostly is the monotonous lecturing. It is easy to arouse students' rebellious attitude, and students' learning initiative and enthusiasm are not high,

but it is still an indispensable educational method in the ideological education of college students. Implicit education, on the contrary, is a type of non-"label" education, which educates students in a subtle way and affects them imperceptibly. To cultivate college students' socialist core values, we should not only pay attention to the effect of explicit education, but also emphasize the function of implicit education, combine the two methods so that they can complement each other and make best use of the advantages.

On the one hand, conduct imperceptible filtration into explicit education. Explicit education is a theoretical indoctrination with a clear purpose. In explicit education, based on a good grasp of knowledge and system of the socialist core value theoretical indoctrination, the educator should change the traditional teaching method and emotionally interact with students so as to arouse emotional resonance from students, teach in emotions, and carry out the socialist core value education in a relaxed environment. On the other hand, strengthen the construction of campus culture. Campus culture is an important manifestation of a college's soft power, which has an important educational function. In college students' socialist core value cultivation, we should create a healthy and harmonious educational and cultural environment, optimize campus culture, and make students constantly influenced by the socialist core value education and edification. We should highlight the educational function and guiding effect of campus culture, exert a subtle influence on students so as to establish an ideological consensus and recognition of the socialist core values.

REFERENCES

- Feng, G., et al. (2010). *The theory and practice of the counselor group specialized construction*. China Renmin University Press.
- Selected Works of Marx and Engels (Vol. 1)*. (1995). Beijing, China: People's Publishing House.