

Four Dimensions of Enhancing the Effectiveness of the College Students' Socialist Core Values Education

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Abstract

College students' socialist core values education is an important aspect of the cultivation of talents in colleges and universities. To understand the characteristics of college students' thinking and behavior is the logical starting point of enhancing the pertinence and effectiveness of college students' socialist core values education. Therefore, it is necessary to adhere to the goal dimension of the unity of the identity of value and moral education, the content dimension of the unity of the history and era, the method dimension of the unity of the theory and practice, the evaluation dimension of integration of theory and practice.

Key words: College students; Socialist core values education; Effectiveness; Dimension

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INTRODUCTION

General Secretary Xi (2014) pointed out: "The value orientation of youth determines the value orientation of the whole society in the future." College students are the

main force of youth, and the cultivation of the college students' socialist core values is one of important issues nowadays. Enhancing the pertinence and effectiveness of college students' socialist core values education is the present practical problem and facing the arduous task which the colleges need to solve. Therefore, we should start from the differences and individual characteristics of the college students' group, and carry out the socialist core values education of college students from the goal, content, method, evaluation of four dimensions in a planned and systematic way.

1. ADHERE TO THE GOAL DIMENSION OF THE UNITY OF THE IDENTITY OF VALUE AND MORAL EDUCATION

The goal of college students' socialist core values education sets the basic tasks and requirements of education which determines the direction of the value education, and it is the starting point and goal of college students' socialist core values education. Whether the goal of college students' socialist core values education is scientific is directly related to the effectiveness of the socialist core values education. The establishment of the goal of college students' socialist core values education is not the result of brain fantasy, and it is depended on the needs of the development of society and the needs to realize the all-round development of individuals. Specifically: First, promoting the identity of college students' socialist core values is the short-term goals. China is in social transformation and comprehensive deepening reform period now, and the complexity of social life practice determines the variety of social thoughts. Under the impact of different ideas at home and abroad, people's value goals are uneven. We can improve college students' understanding and identity of the socialist core values through the socialist

core values education. College students' thinking is in the period of the formation and establishment of the value concept, which is characterized by the strong ideological plasticity, the pursuit of positive energy and value idea is not stable. Therefore, in the process of education, it is not only to cultivate and improve the identification and selection of the college students which make it more actively to the mainstream values in self exploration, but also to guide them to consciously resist the erosion of the West behind decadent ideas. Second, the moral education which promotes the long-term development of college students is the long-term goal. "The practical activities of human are increasingly caught in the misleading idea of technolatriy and worship of instrumental rationality." (Tian, 2013) The utilitarian tendency of the pursuit of college students' value is becoming more and more serious, and there is a problem that the university education one-sided emphasized on the external value and neglected the intrinsic value. So the college students sink into the ideological confusion, fuzzy values and other troubles, and they can not clearly understand the society and know themselves which affect their value judgments, and even lead to the alienation of personality. The socialist core values are not independent of the socialist core value system, and the essence of the socialist core value system is to provide students with the scientific way of thinking in the process of cognition and help them to avoid going astray. For the individual goals of college students, the goal of the college students' socialist core values is not only to realize the identity of the values of college students, but also to help students to build a complete personality. Therefore, while the college is imparting the knowledge to students, the college students' socialist core value education should pay more attention to the cultivation of college students' inherent ideological and moral cultivation, and consider the moral education as an important goal of education. Promoting the growth of contemporary of college students by themselves and making them standing on the practice are the long-term development goals of the socialist core values. Only the college students engender the identity of the socialist core values, then they have the immunity to resist the decadent and backward thinking and judge the road of life correctly; only the college students have the long-term goal on personality forming, then they have hemopoiesis function which can provide a steady stream of positive energy for the socialist cause.

2. ADHERE TO THE CONTENT DIMENSION OF THE UNITY OF THE HISTORY AND ERA

The socialist core values "not only embody the essence of socialism, but also inherit the excellent Chinese

traditional culture and absorb the good results of the world civilization, which embodies the spirit of the era." (Huang, 2014) The college students' socialist core values education is more dynamic and more contagious and attractive to the students until we unity the history and the era. The excellent traditional culture is the source and foundation of the content dimension of the unity of history and era firstly. The Chinese nation has developed the unique culture in the development of the long history, and the excellent traditional culture still deeply influences the contemporary China. Carrying out the socialist core values education of college students should draw nutrition and wisdom from the excellent culture of history. Specific in the teaching process, first of all, we should show the glorious and resplendent history and culture of the Chinese nation to the students, which let the students feel the charm of the excellent traditional culture in seeking the roots, and further establish the cultural self-confidence; secondly, we should dig deeper into the ideas and concepts which embody the era value of the Chinese traditional culture, such as the concept of good faith, friendly ideas, the idea of unity and so on; finally, we should cultivate students' national spirit. The Chinese national spirit is the concentrated expression of Chinese traditional culture, and it also is the spiritual pillar of the Chinese people and the Chinese nation. Therefore, college students' socialist core values education should be closely integrated with the national spirits, which promote the students to establish the idea of self-reliance, consciously safeguard national unity and ethnic solidarity. The contents of education should be combined with the era mission and embody the spirit of the era secondly. The contents of the socialist core values education not only are the result of history, but also based on the reality of China's socialist modernization construction. The thinking of the college students is acute, so the contents of the socialist core values education should embody the spirit of the era and modern atmosphere. The realization of the Chinese Dream to achieve the great rejuvenation of China proposed by the General Secretary Xi Jinping needs the masses of the people to establish a strong ideal and faith, and the unremitting struggle. The ideal and faith of the college students is closely related to the value concept. The lofty ideals and beliefs are helpful to the students to gather strength and strengthen the will to achieve their own value. On the basis of grasping the scientific connotation of the socialist core values accurately, the colleges should have a conscious mind to guide the students to link their own destiny with the national destiny, their own development and the theme of the times. As well, colleges should guide the students to link the pursuit of their own value with social value pursuit, to link personal ideals with the ideal of communism, and guide them to set up lofty ideals and strive to build China dream.

3. ADHERE TO THE METHOD DIMENSION OF THE UNITY OF THE THEORY AND PRACTICE

We want to obtain the actual effect of the socialist core values education, so we must take the method as the bridge. To carry out the socialist core values education should be connected with the theory of practice. We use the theory of education, at the same time, we also must pay attention to the practice education method. On the one hand, theory teaching method of the college students' socialist core value is taking the core values as the goal and using the scientific theory to carry up positive education for college students in an organized and planned way. By telling the truth, we help the college students to distinguish between right and wrong and to solve the problem of value identity, so as to set up the correct values. Because of the lack of enough social experience, college students are vulnerable to all kinds of different ideas, and need the guide of mainstream values. The college students' socialist core values are not the results of full consciousness, but the formation of studying the existing scientific theory. Teachers should follow the rules of college students' acceptance psychology and use the methods such as theoretical study, theoretical training, teaching and learning, theoretical research to persuade the students through reasoning. And teachers should influence and conquest of college students with science and truth. On the other hand, we must insist on the practice education method. The practical education is an important method which the college students are learning in practice and experience, which plays an important role in the college students' socialist core values education. The practical education is not only beneficial to deepen the understanding and experience of college students' to the social status and social requirements, as well as the scientific connotation and significance of the core values of social oriented society. It is also conducive to promoting the unity of cognition and behavior. In the cultivation of college students' socialist core values, only we have to combine the explaining theory with the social practice, then we can achieve the strengthening effect and make the students keep the socialist core values in mind. There are many ways to practice the education of the socialist core values of college students. One is to strengthen the practical education to link of the ideological and political theory courses. We should choose the right way of practice education according to the present situation and actually thought of the college students. The ways can be applied by increasing the extracurricular practice, the use of campus cultural activities, the innovative of classroom teaching method, etc.. Students participate in various social service organizations and use their knowledge and skills to serve the community, such as participation in social welfare activities, volunteer service, investigation

and research, etc.. They appreciate the significance of life value in the dedication.

4. ADHERE TO THE EVALUATION DIMENSION OF INTEGRATION OF THEORY AND PRACTICE

The goal of the college students' socialist core values education is to make the students set up the good values, and the education evaluation is an important link in detecting this goal. The evaluation of college students' socialist core values is essentially a process of judging the value of the educational process. The evaluation of the actual effect must be based on the goal of the education and follow the correct principle and the standard. The formation process of college students' values is a process which the cognition of values is converted into the choice of value behavior. Therefore, the evaluation of college students' socialist core values education should not only start from the perspective of value cognition, but also from the external behavioral indicators. And we must adhere to the evaluation criteria of unification of knowledge and moral. As Mao Zedong said: "Whoever wants to know a thing has no way of doing so except by coming into contact with it, that is, by living (practicing) in its environment." (*Selected Works of Mao Zedong [Vol.1]*, 1991) Part one is the evaluation of the college students' socialist core values. The direct goal of college students' socialist core values education is to make people master the core values of socialism, that is, to make students "know". Their condition of "know" is an important aspect to measure the education effect of the college students' socialist core values. The cognitive level of college students is influenced by the knowledge structure and cognitive style. The levels of their cognition to the core values of socialism are different. In view of this feature, we adopt different ways of evaluation. First, for the college students who learn the public basic courses, we let them master the basic content of "three levels" of core values and adopt quantitative criteria assessment to evaluate. Second, for the college students who learn the professional basic theory course, we should not only assess the extent which they master the basic content, but also at a deeper level to assess their understanding of the core values of socialism. Third, we must to evaluate the behavior choice of the college students' socialist core values. Whether the students set up the socialist core values and the level of college students' ideological and political moral quality is performed by their behavior in the final analysis. It is not enough to evaluate the college students' socialist core values education only from the point of view of cognition.

SUMMARY

We also look at the college students' moral behavior and the behavior choice of the values taken in the major issue. The behavior is the external performance and comprehensive reflection of the effectiveness of the college students' socialist core values education. To cultivate the correct value choice behavior of students' is the destination of the college students' socialist core values education. The unification of knowledge and moral is putting the standing point of the moral cultivation of knowledge into behavior. The evaluation of the college students' socialist core values education can not just stay in the present stage of the school performance, but also from the long-term development of college students to see their views and contributions to the whole society in the future.

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