Analysis and Countermeasures of the Main Erroneous Trend of Thought Affecting the Value Orientation of College Students

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ABSTRACT

As the core of spiritual field, values affect people's behavior patterns and dominate the dynamics of people's thoughts. Analyzes the main erroneous ideological trend and its basic viewpoints affecting the value orientation of college students in the new period, probes into their modes of communication, harms and development trends, and gives some countermeasures and suggestions.

Introduction

At a time when the Chinese economy and society are in a period of rapid transformation, as a highly malleable group of students, undergraduates have undergone drastic changes in all aspects of their values orientation. General Secretary Xi Jinping emphasized: "It is imperative to firmly grasp the leadership, management power and voice of the ideological work in our hands and at any time cannot make any go. Otherwise, we will make irreversible and historical mistakes." [1] How to consolidate and to strengthen the guiding position of Marxism in the field of ideology and to enhance the right to speak in socialist ideology in colleges and universities have already been major issues and urgent tasks urgently awaited to be solved by the times.

1 The main mistaken ideas that affect the value orientation of undergraduates and their basic ideas

At present, the international ideological struggle is unusually sharp. The western hostile forces constantly carry on the ideological infiltration and peaceful evolution of our country. The main goal of the university is to use the young college students to make a lack of understanding of the glorious history of the party, Confusion right and wrong, peddling fallacies.
1.1 Neo-liberalism

Neo-liberal economically advocates laissez-faire market economy and opposes government intervention and regulation. It believes that market competition should be completely free and the optimal allocation of social and economic resources can be achieved through market self-regulation. In politics, neo-liberalism Oppose socialism, think this will lead to a road to enslavement; to advocate absolute personal freedom in social policies and advocate individualism, believing that everyone is self-serving, and that the interests of society cannot suppress individual interests.

1.2 Democratic Socialism

The first advocate of democratic socialism was Bernstein, advocating a peaceful socialist campaign in the bourgeois democratic system and openly opposing scientific socialism. Politically advocating parliamentary democracy and multi-party system, we believe that the class relations in modern capitalist countries have undergone fundamental changes and do not require violent revolutions. They are economically advocating the establishment of an anti-mixed economic system and opposing the elimination of private ownership. Social policies advocate the implementation of the social security system and Welfare countries.

1.3 History nihilism

Historical nihilism has denied that historic development has its inevitable laws, that is, it is only an accidental result of lack of subjective consciousness. Historical nihilism, under the pretext of "introspecting history," discredits the revolutionary history of the Chinese Communist Party and the Chinese people and the achievements of socialist construction. China believes that entering the stage of socialism is entirely a wrong choice of history. The assessment of imperialist aggression in China is well-placed, Saying that it brought civilization and progress to a closed ancient China and greatly praised the already-determined representatives of the reactionary forces. The United States called it "re-understanding of history."

1.4 Pragmatism

Pragmatism is extremely prevalent in the United States and is a mainstream ideology and social trend of thought in the United States. It is characterized by the utilitarianization of any positivist, emphasizing "effect." In China, Feng Youlan, a famous philosopher, said in his Preface to Songsongtang: "Pragmatism is characterized by its truth theory .... The so-called truth is nothing more than an explanation of experience and an explanation of complicated experience. Explained, it is truth, useful to us, that is useful is truth, ignoring the so-called objective truth. [2]
1.5 Money worship

Money worship believes that all activities in modern society are carried out around money. The amount of money owned is the most concentrated embodiment of personal value and the highest expression. So when a person always think about how to make money, and even unscrupulous also spare. Money is omnipotent in social activities, and there is no meaning or value without it.

1.6 Individualism

Individualism holds that individual interests are supreme and that it is the most important driving force and factor that determines one's behavior. Emphasizing that personal values are above all else, opposing collectivism that places personal interests and status under the social and related community; Opposition to authority and attempts to control individual actions with state and social forces.

2 Ways, Disadvantages and Trends of Major Wrong Ideas

2.1 Mode of transmission

In the last century, undergraduates received a variety of social trends of thought mainly through reading relevant academic works and listening to various academic lectures to get, but now the college students have been mainly through a variety of new media to accept the various social trends at home and abroad The impact of social trends has been diversified and convenient. Especially with the development and infiltration of the Internet, the spread of various ideas is very rapid. As of December 2015, the scale of Chinese Internet users reached 710 million with a total of 656 million mobile Internet users. [3] Undergraduates who study life in a new media environment are getting easier and more autonomous and virtualized as a result of new information and ideas.

2.2 The main mistakes ideological harm

(1) Confusion of students 'ideology causes the undergraduates' Marxist faith to be shaken.
(2) Some college students doubts about how to firmly embark on the road of socialism with Chinese characteristics.
(3) led some college students to collapse the original collectivism values.
(4) leading to some students learning objectives is not clear, not motivated, the lack of arduous pioneering spirit.
(5) Fast food culture popular, vulgar, mediocre, impetuous become some kind of norm.
2.3 The development trends of major mistakes

Mutual penetration and mutual interference is another major trend in the development of social thought. At present, all kinds of social trends of thought are no longer single impact on the general public. To a certain extent, they regard these thoughts as the same thought more basic and content of things, and even confused the various thoughts. On the one hand, it shows that contemporary college students not only receive some thoughts through a deep understanding of one kind of thoughts, but also show that various social thoughts do not spread in a single way, which makes the influence of contemporary social thoughts comprehensive characteristics of college students. [4]

3 Countermeasures and suggestions

3.1 Faced with the reality and reality of the multi-value and multi-cultural co-existence in the university campus

Adopting the original hard-infused methods to promote the propaganda of Marxism and enhance college students' recognition of the socialist core values, it is obviously not able to keep up with the pace of development of the times, without considering the characteristics of physical and mental development of today's post-90s college students and ignoring the new The profound influence of the media also neglects the fact and reality that pluralistic values and multiculturalism coexist in the campus.

3.2 Effective response to diverse social trends brought confusion

In the teaching of Marxist theory, we should use Marxist methods to analyze the ins and outs of erroneous social thoughts, and make college students recognize the essence and dangers of these ideological trends. If we can solve the mistakes on the theoretical level, then we will take a crucial step to resist and eliminate the influence of wrong social thoughts on college students. We should not only turn a deaf ear to it, but also act firmly on Marxist positions, views and methods.

3.3 Good at using new media do ideological and political education

We should abandon the relatively inflexible and boring language and inculcation mode of ideological and political education. We should talk about things from the angle of study and life of ordinary college students and take the initiative to approach them. We can absorb and cultivate the backbone of student cadres and ideological and political work.
3.4 Promote the core value system of information technology, many ways to improve college students' media literacy

The advantage of new media technology is enormous. We must make full use of the emerging media and information platforms such as WeChat, Weibo, QQ, MSN, BBS and APP to keep pace with the times to grasp young college students' public opinion dynamic and actual learning life status. However, the media literacy of undergraduates is not inherent and will not naturally increase.

REFERENCES