

# The Influence of Microculture on the Education of College Students' Socialist Core Values-from the Perspective of Swot Analysis

Li Fang

Hunan Modern Logistics College, Changsha City Hunan Province 410007, China

lifangcs@126.com

**Keywords:** Microculture, Socialism, Core values, Swot analysis

**Abstract:** In the contemporary social space where “micro-media” prevails, “micro-culture” emerged as a brand-new cultural form and quickly spread to the entire social space. The “micro-culture” of “micro-era” changes the way of college students' study, life and thinking, but also affects their ideological attitude, value orientation and personality formation. This paper analyzes the influence of “micro-culture” on the education of college students' socialist core values from the perspective of SWOT, that is, analyzes the advantages and disadvantages brought by micro-culture to the socialist core concept education of college students and the opportunities and challenges faced by the education of socialist core values. Then it puts forward the strategy of college students' socialist core values in the micro-culture background.

## 1. Introduction

Since the 18th National Congress of the Communist Party of China, cultivating and practicing the core values of socialism has become the consensus of the whole society. How to realize the popularization of the core values of socialism and enable people to internalize them into the heart and become external and become a major and urgent Social issues. In February 2014, Xi Jinping emphasized in the thirteenth collective study of the Political Bureau of the CPC Central Committee that it is necessary to carry out extensive publicity and education on socialist core values, pointing out that “college students are very valuable human resources, the hope of the nation, and the future of the motherland.” Cultivating people, how to train people, is related to the rise and fall of the nation and the future of the country.” [1]. “It is necessary to use all kinds of opportunities and occasions to form a life situation and social atmosphere that is conducive to nurturing and promoting the core values of socialism, so that the influence of core values is as omnipresent as the air, and there is no time.” [2]

Today's society has created a new cultural form - “microculture.” Therefore, strengthening the propaganda and education of the core values of socialism and promoting the core values of socialism into the ear, into the brain, and into the heart, this work faces more difficulties and challenges in the context of “micro-culture.” This paper analyzes the influence of “micro-culture” on the education of college students' socialist core values from the perspective of SWOT, that is, analyzes the advantages and disadvantages brought by “micro-culture” to the socialist core view education of college students and the opportunities faced by the education of socialist core values. Challenges, and then put forward the strategy of college students' socialist core values under the background of “micro-culture”.

## 2. The Connotation and Characteristics of “Micro Culture”

### 2.1 The Connotation of “Micro Culture”

“Micro-culture” means that with the rapid development of Internet information technology, the beginning of Weibo's prosperous behavior, the new “micro” as the main body of WeChat, micro-movie, micro-public welfare and other new things are rapidly developing, these new things

become “micro-culture” The main development carrier, with individual information release, resource sharing and feedback as the basic characteristics, ultimately affects people's behavior patterns, ways of thinking, lifestyle and cultural forms of values.

The “micro-culture” of the “micro-era” is quietly changing the way people behave, thinking, lifestyle and values, and at the same time affecting college students, “micro-culture” is changing their way of learning, living and thinking. At the same time, it also affects their ideological attitude, value orientation and personality formation. This brings new challenges to the education of socialist core values of college students.

## **2.2 Characteristics of “Micro Culture”**

(1) Diversified content. An important feature of “micro culture” is the diversity of content. “Microculture” is a reflection of lifestyle, and life, entertainment and emotionalization constitute the theme of microculture. Diversified personality expression, free to air your own “friend circle”, share their feelings, become a new way for many young people to brush the “presence”, and various forms of online buzzwords, hot words culture, circle culture, fun The culture of the edge, the culture of Tucao, etc. are also vivid plays of micro-cultural diversity.

(2) Form grassroots. In the context of “micro-culture”, the wisdom of the individual has been released, and every grassroots civilian can make a sound, which has made an era of “everyone is a microphone”. “Micro' culture is a kind of grassroots participation culture, a disenchanting civilian culture, a grassroots culture in the era of elites. One of the important characteristics of 'micro' culture is the low threshold (micro-investment), ' want to shoot Just shoot ', 'I want to sing and sing'.”[3]

(3) System fragmentation. Because of the expression of “micro-culture”-segments, pictures, animations, etc., there are restrictions on the number of words and time, so the content is concise, easy-going, and kind. In the social background of fast-paced life, it meets the psychological needs of the public. This kind of “micro” expression and “micro” form also makes “microculture” dispel the characteristics of integrity. Therefore, a very important feature of “microculture” is system fragmentation.

(4) Spread quickly and easily. The rapid development of “micro-culture” in recent years is inseparable from the popularity of smartphones and the application of mobile phones, micro-media, which are both “micro-culture” production chains and “micro-cultures”. Produced, everyone can use the way to share the micro-propagation, making the spread of “micro-culture” very convenient and rapid.

## **3. The Swot Analysis of the Influence of “Micro-Culture” on College Students' Ideological and Political Education**

SWOT analysis, also known as situational analysis or pros and cons, is mainly used to determine the company's competitive strength, weakness, opportunity, and threat, and then the company's A management method in which the development strategy is organically integrated with the company's internal resources and external conditions. This method is an extremely important analytical method in organizational culture, and companies often use this method to develop strategies. At present, this method is also widely used in self-analysis and strategy formulation of individuals and schools. This paper uses this method to analyze the influence of microculture on the education of college students' socialist core values.

### **3.1 Analysis of the Advantages of College Students' Socialist Core Values Education under the Background of “Micro Culture”(s)**

(1) The spread of “micro-culture” enhances the effectiveness of the dissemination of socialist core values among college students

The “micro-culture” content is novel, fast and diverse, so it is favored by contemporary college students and has a great impact on the lifestyle and values of college students. Over the years, the way in which colleges and universities have educated college students on socialist core values is slightly

boring, so the effect department is obvious. However, in the past few years, in the context of Internet+, many colleges and universities have adopted the “microculture” as the carrier to take the socialist core. Values are integrated into all aspects of college life and learning and achieve better results. Therefore, “micro-culture” is conducive to enhancing the effectiveness of college students' socialist core values education.

(2) The spread of “micro-culture” has expanded the time and space of socialist core values.

The emergence and development of micro-culture is conducive to college students to receive content related to socialist core values at any time and any place through mobile phones, computers and other carriers, and can be discussed through Weibo, WeChat, forums, etc., breaking through the spread of socialist core values of college students. Time and space restrictions.

### **3.2 Analysis of the Disadvantages of College Students' Socialist Core Values Education under the Background of “Micro-Culture” (W)**

(1) Interfere with the value judgment of college students

“Micro-culture” is characterized by fragmentation, diversification, grassroots, etc., especially the popular fragmentation reading, utilitarian choice and pan-entertainment trend of “micro-culture”, which makes various egoism, individualism, hedonism, etc. The content of bad values is full of the “micro-culture” communication process. College students are exposed to various value forms every day. Thoughts and judgments have the characteristics of blind obedience and emotional susceptibility. They lack deep thoughts on the value and belief of life, and the space for spiritual development. Small, the pattern of life is limited. Therefore, the spread of “micro-culture” interferes with the value judgment of college students.

(2) Weaken college students' recognition of socialist core values

Different from the mass media, the paradox pattern created by “micro-culture” is to go to a centralized and diversified power structure, especially the prevalence of Weibo and WeChat. “Everyone has a microphone, everyone has the right to speak.” Various values and various social trends are intertwined and mixed. There are also a lot of cultural factors and even reactionary information that are contrary to the socialist core values, which interfere with the value judgment of college students and weaken their core values of socialism. A sense of identity.

### **3.3 Opportunities Brought by Microculture to the Education of Socialist Core Values of College Students (o)**

(1) The existence of “micro-culture” expands the “micro-carrier” of college students' socialist core values education

“Micro-culture” is spread by micro-carriers such as Weibo and WeChat. Under the background of “micro-culture”, educators can log on to Weibo and WeChat platforms with mobile phones and computers at any time, and timely release the contents of socialist core values education. The content of the core values of the society can be transmitted to the university students through micro-culture. Therefore, the existence of “micro-culture” expands the “micro-carrier” of the socialist core values education of college students.

(2) The existence of “micro-culture” has innovated the “micro-channel” of socialist core values education

In the traditional education mode, the main front of the education of socialist core values of college students is campus and classroom. With the emergence and rapid development of “micro-culture”, micro-media breaks the limitation of time and space, and college students are always guarding the influence of various information. Teachers can also communicate and communicate with students through a variety of “micro” platforms. In the context of “micro-culture”, the information obtained by students through various media even exceeds the amount of information of teachers. The information that is updated from time to time in micro-media also takes precedence over the textbooks and counseling books that are lagging behind. Teachers are no longer information. Master and Prophet. [4] The existence of “micro-culture” has innovated the “micro-channel” of socialist core values education.

### **3.4 The Threat of “Micro-Culture” to the Education of Socialist Core Values of College Students (t)**

(1) The spread of “micro-culture” threatens the dominance of socialist core values

The characteristics of “micro-culture” are the succinct content, the participation of the individual as the individual, and the “greatness” that highlights the power of the group. As the netizens said: “The onlookers are also a kind of power.” A microblog and a WeChat can attract a high degree of social attention in a short period of time after forwarding or commenting, which may lead to a climax of public opinion, a “micro-public welfare” activity. After the joint efforts of the public, it is possible to raise a large amount of public welfare. Under this situation, “microculture” has a tendency of “dominant culture”. At the same time, in the context of “micro-culture”, various social trends have impacted the thinking of college students, resulting in the diversification of the values orientation of college students. The diversification of the value orientation of college students has impacted the dominant position of socialist core values.

(2) The spread of “microculture” threatens the right to speak of the core values of socialism

In the traditional socialist core values education model, the discourse is transmitted by the educator to the educated party in one direction. It has the discourse advantage and authority. The educated person receives the information of the educator in a relatively closed environment, and has no discourse advantage. However, in the context of “micro-culture”, they can express their voices whenever and wherever they want, and they also affect everyone. Therefore, in this context, the right to speak of the traditional socialist core values education has been greatly impacted.

### **4. Strategic Thinking on the Education of College Students' Socialist Core Values under the Background of “Micro Culture”**

SO Strategy: Through the analysis of the advantages and opportunities of college students' ideological and political education in the context of “micro-culture”, we must make full use of the favorable factors of “micro-culture”, strengthen the education of socialist core values of college students, and expand the “micro-culture” Under the background, “micro-carriers” and “micro-channels” break the time and space of socialist core values education, adjust students' initiative, deepen the potential of students, and timely and accurately understand and grasp the students' ideological dynamics. Let the core values of socialism fill the learning and life of college students like the air.

WO strategy: In the process of educating college students on socialist core values, we should try to improve the inferior factors in the context of “micro-culture” and accurately grasp and utilize the external opportunity factors. Using the “micro-carriers” and “micro-channels” in the context of “micro-culture”, college students are encouraged to send out their own true voices, and to guide and educate college students in a targeted manner, and to help college students establish a correct world view with socialist core values, outlook on life and education.

ST strategy: In the context of “micro-culture”, when educating college students on socialist core values, it is necessary to combine the dominant factors with the threat factors to avoid disadvantages. Using various “microcarriers” to deliver more positive energy to college students through various “microchannels”, mainstream values are embedded in carriers such as Weibo and WeChat, thus making the socialist core values more effective.

WT strategy: In the context of “micro-culture”, when educating college students on socialist core values, we should try to minimize external threats and internal disadvantages. If teachers want to improve their media literacy, they should be good at using micro-language to enhance the attraction of educating people. They must have profound theoretical understanding of socialist core values, and master the use and dissemination of micro-media, using micro-platforms. Speaking of Chinese stories and spreading Chinese voices, guiding college students to establish correct ideals and beliefs and moral sentiments.

## **Acknowledgement**

Educational Planning in Hunan Province, Research on the Influence and Countermeasure of Micro-culture in Higher Vocational Colleges, XJK19CDYO10.

## **References**

- [1] Xi Jinping. Opinions on cultivating and practicing the core values of socialism [M]. Beijing: People's Publishing House, 2014.
- [2] Xi Jinping. The basic project of cultivating and promoting the core values of socialism as a solid foundation for the gathering of souls [N]. People's Daily, 2014-02-26(1).
- [3] Tao Dongfeng: Understanding Micro Culture in the Micro Age, <http://blog.ifeng.com/article/30879658.html>, October 17, 2013.
- [4] Ma Yunxia, Zhang Juncheng. The Influence of “Micro Culture” on College Education and Its Countermeasures [J]. Journal of China University of Petroleum, 2016(02): 103-106.