

## **Investigation and Analysis of College Students' Cognition of Socialist Core Values**

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**Abstract:** College students' understanding and internalization of socialist core values is directly related to the effect of cultivating and practicing socialist core values. The survey shows that the new era, as a new change and new situation, promotes college students' perception of socialist core values to a better level and college students' correct understanding and mastery of the connotation of socialist core values has been comprehensively improved. New media has become the first choice for college students to recognize the core values of socialism and network has become the frontier of ideological struggle and competition for college students. It will be a long-term and arduous task to effectively cultivate college students' behavior habits of practicing socialist core values.

### **1. College Students' Correct Understanding of the Connotation of Socialist Core Values Improved in an All-Round Way**

#### **1.1 New Media Becomes the First Choice for College Students to Cognize the Core Values of Socialism.**

The results of the survey clearly reflect that the interviewed college students regard the new media resources as the first choice for the channel of recognizing the core values of socialism. In 2016 and 2017, respectively, 46% and 48% of college students gained the recognition of socialist core values through "articles in Wechat Public platform, hot headlines of Weibo, hot search lists, today's headlines, mobile phone clients such as Tencent News" and other new media. Classroom lectures and other forms of interpersonal communication (28% in 2016 and 27% in 2017) and traditional media combination (26% in 2016 and 25% in 2017) have become the second and third choices for college students to understand socialist core values. The results of the survey in 2016 and 2017 show that the differentiation of the influence of new media. At the same time, it can be found that the number of college students who recognize socialist core values through ideological and political theory courses, lectures, seminars and other channels is increasing.

#### **1.2 Improved Rate of College Students' Correct Understanding of the Connotation of Socialist Core Values**

In terms of understanding and cognitive judgment of the connotation of socialist core values, the number of college students who can make correct judgments on the correct interpretation of socialist core values has increased in deferent degrees. The number of people who oppose the phenomenon or behavior that violates or does not meet the requirements of socialist core values has increased to varying degrees and the number of people in favour of it has decreased. In terms of understanding the concept of "prosperity and strength", the proportion of people who understand "prosperity and strength" as national prosperity and self-reliance increased from 83.9% in 2016 to 85.9% in 2017. The number of people who supported the idea that "democracy" means that "all state power belongs to the people and the people are the masters of the country" increased from 70.5% in 2016 to 80.9% in 2017. The number of people who oppose the idea that "the people's congress system can only reflect the views of delegates, but can not reflect the views of all the people" increased from 65% in 2016 to 73% in 2017. The number of people who oppose the idea that "democracy, even if it is achieved, has little to do with themselves, because after all, political

participation is a minority" has increased from 78% in 2016 to 85% in 2017. The number of people who oppose the idea that democracy construction is weak and economic construction can be made up for has increased from 85.5% in 2017 to 92% in 2017.

### **1.3 The Increased Rate of College Students' Correct Views on the Role and Significance of Advocating Socialist Core Values**

On the one hand, students' correct views on the role and significance of advocating socialist core values are reflected in their deep understanding of the spiritual power of realizing national, and social goals, which is related to the future and destiny of the country rather than superficial understanding of them. On the other hand, college students' understanding of the role and significance of advocating socialist core values is comprehensive, and can correctly distinguish the importance to the country, nation, society, family and individuals.

The respondents' answers to the question of "the significance and role of advocating socialist core values" are: (1) to arm our thoughts and condense our spiritual strength; (2) to realize the Chinese dream is indispensable; (3) to inspire our national spirit; (4) to improve some social bad habits; (5) to promote China's international image and so on.

### **1.4 College Students' Judgment of the Importance of the Content of Socialist Core Values Highlights Their Cognitive Level of the Logical Relationship of Socialist Core Values.**

When asked what is the most important content of socialist core values (up to 6 of the 12 phrases of optional core values), most of the students interviewed focused on the value objectives at the national level. The order of recognition of importance is the value objectives at the national level (prosperity, democracy, civilization, harmony). Value orientation at the social level (freedom, equality, justice, rule of law) and value criteria at the individual level (patriotism, dedication, integrity, friendliness).

## **2. Causes of Cognitive Advancement of College Students' Socialist Core Values**

### **2.1 The New Era Promotes College Students' Understanding of Socialist Core Values.**

In the new era, according to the overall layout of "five in one" and "four in all" strategy, the Party Central Committee has comprehensively strengthened the leadership of the Party, upheld and improved the socialist system with Chinese characteristics, and promoted the modernization of the state governance system and governance capacity, achieving success in the fields of politics, economy, culture, society and ecological civilization, which makes More and more college students have increased their yearning for and confidence in the Chinese dream of national prosperity, national rejuvenation and people's happiness. Their world outlook, outlook on life and values have been constantly improved, and their cognitive ability of socialist core values has been significantly improved. The survey shows that the number of college students who approve of the idea that "local governments should give policy support to the people who start their own businesses and actively encourage them to start their own businesses" has increased from 95% in 2016 to 98% in 2017. The number of college students approving of "the strength of cracking down on information fraud" increased from 82% in 2016 to 89% in 2017. The number of college students approving of "the state's campaign against corruption, the pursuit of stolen goods and the pursuit of foreign fugitives" increased from 91% in 2016 to 95% in 2017. The number of college students approving that the precise national poverty alleviation policy can effectively solve the poverty problem has increased from 70% in 2016 to 85% in 2017.

### **2.2 Overwhelming Improvement in Ideological and Cultural Fields is the Direct Impetus and Fundamental Guarantee for College Students to Advance Their Socialist Core Values.**

The victory of the Nineteenth National Congress of the Communist Party of China set off an upsurge of learning, practicing and comprehending Xi Jinping's socialist thoughts with Chinese characteristics in the new era. Strictly implementing the responsibility system of ideological work, firmly grasping the leadership of ideological work, omni-directionally monitoring the "two

micro-one end" and Internet space, strengthening ideological and political work in Colleges and universities and striving to improve the quality and effect of Ideological and political theory courses, and intensifying the efforts of political construction, ideological construction and discipline construction, all of these have greatly enhanced college students' socialist core values. The survey shows that the number of college students who disagree with the idea that "anchors of a live broadcasting platform make strange acts in order to gain higher popularity, get more gifts" increased from 86% in 2016 to 91% in 2017. The number of college students who disagree with the recognition that something in a foreign country is better than that in China is more round than that in China has increased from 91% in 2016 to 95% in 2017. College students raised their objections to the perception that "some people questioned martyrs such as Lei Feng, Qiu Shaoyun and Huang Jiguang, and believed that their stories had different truth" from 80% in 2016 to 88% in 2017. The number of college students who approve of the idea that "stories touching Chinese characters can lead to a better social atmosphere" increased from 91% in 2016 to 96% in 2017.

### **2.3 The Enhancement of College Students' Sense of Mission and Responsibility is the Internal Determinant of Their Cognitive Advancement of Socialist Core Values.**

The Nineteenth National Congress of the Party further clarified the goal of "two hundred years". College students' sense of mission and responsibility is increasing. College students' correct understanding or judgment of good policies, systems and practices is in concert with their cognitive ability of socialist core values. College students' cognitive ability of socialist core values has been improved, and their correct understanding ability in politics, economy, society and ethics has also been improved. According to the survey, the number of college students approving "the state carried out inventory to some people who are not repaid and set up a blacklist search website for them" has increased from 91% in 2016 to 95% in 2017. The number of college students who disagreed with the idea that "when they see an old man fall, they can help him if they want, but they can't help if they don't want to", increased from 81% in 2016 to 87% in 2017.

## **3. Strategies for Further Promoting College Students' Cognitive Advancement of Socialist Core Values.**

### **3.1 Respond Positively to the Ideological Struggle on the Internet and Eliminate the Negative Influence of Network on College Students' Cognition of Socialist Core Values.**

At present, the network has become an important space or place for college students' daily learning and life. Network has become the weak field of Ideological and political education and the frontier of ideological struggle for college students. We should mobilize the majority of Ideological and political theory teachers to go deep into the network after class, actively become friends among college students' circles of friends, Wechat groups and QQ groups, and strive to be the pioneers of ideological struggle in the front of the network, criticize wrong statements, express positive comments and views, and timely reverse the public opinion. In the new era, let the network become the base for teachers and students to practice and comprehend the core values of socialism.

### **3.2 Take Effective Measures to Promote College Students to Consciously Develop the Habit of Practicing Socialist Core Values.**

From the results of the survey, college students' understanding of socialist core values has improved, but some aspects are not satisfactory. For example, 9.2% of the college students interviewed in 2017 expressed doubts, disapproval and indifference to the view that only by taking the road of socialism with Chinese characteristics can China develop and revitalize. As for the report of socialist core values, only 17% of the students surveyed in 2017 expressed frequent concern, while 37% of the students surveyed expressed occasional concern and almost no concern. In 2017, 25% of the college students surveyed remembered only a part or could not say the basic content of socialist core values. Through learning, familiarity, mastery and practice, we must continue to promote the cultivation of College Students' behavior habits of socialist core values in

order to achieve the goal of strengthening and strengthening the "four self-confidence".

Firstly, in the face of the new characteristics of political, economic, social and cultural struggles at home and abroad, we should always grasp the leadership of ideological work, prefabricate and reserve ideological strategies, promptly attack and effectively respond to them, do a good job of long-term work in peacetime, and promote the rooting and flowering of socialist core values. Secondly, we should pay close attention to the demonstration and guidance of key groups, and promote the whole society to form a good atmosphere for cultivating and Practicing Socialist Core values. According to the survey results, 78% and 73% of the people in 2016 and 2017 respectively believe that the cadres of Party and government organs are the first demonstration leading key groups to cultivate and practice the socialist core values, and the second demonstration leading key group is the employees of enterprises and institutions. The third leading group is teachers and public figures. Thirdly, social practice is an effective way to improve college students' cognitive ability and habit formation of socialist core values. The "Ten Educational Persons" system in Colleges and universities can produce comprehensive, systematic and holistic effects on Cultivating College Students' socialist core values, and provide a strong guarantee and educational system foundation for improving college students' cognitive ability and habit formation of socialist core values. Social practice is more effective in individualization, pertinence and meeting needs. Taking purposeful, hierarchical and classified social practice can produce good results in cultivating and Practicing Socialist Core Values for college students.

### **3.3 Integrate The Cultivation And Practice Of Socialist Core Values Into The Comprehensive Promotion Of The System Of Governing The Country By Law, And Intensify Efforts To Cultivate And Practice Socialist Core Values Under The Guarantee Of The Rule Of Law.**

Xi Jinping pointed out that "only when morality is carried by the rule of law can morality be supported by a reliable system." [1] Good law and good governance is the basic goal of integrating the socialist core values into the comprehensive promotion of the system of governing the country by law, and also the basic symbol of establishing the socialist core values in the whole society. For words and deeds that violate the socialist core values, seriously affect the social atmosphere and the healthy development of the cause of socialism with Chinese characteristics, it is the best choice to adopt legal means and ways to govern. Educational guidance for college students should not be confined to the moral cognitive model, but should also deepen the understanding and practice of socialist core values by using the thinking of rule of law.

### **3.4 To improve The Teaching Quality Of Ideological And Political Theory Courses In Colleges And Universities In An All-Round Way, And Constantly Optimize The Cognitive Structure Of College Students' Socialist Core Values.**

The survey results show that ideological and political theory course is an important channel for college students to recognize the core values of socialism. [2]Effectively carrying out the teaching activities of Ideological and political theory course in Colleges and universities and continuously strengthening the availability, identifiability and stability variables of the cognitive structure of College Students' socialist core values can continuously improve the rationality, synergy and systematicness of their cognitive structure, which is more conducive to promoting the transfer of College Students' socialist core values learning.

## **References**

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