

Original Paper

Values Education for College Students of New Generation under the Background of Cultural Blending

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Abstract

Under the background of cultural integration between China and foreign countries, problems about values occurs among college students in China, such as the waning of ideal and faith, the lost personal belief, the lowered moral standards, the collapse of personal cultivation, the lacking of social responsibility and group consciousness. To solve these problems, it is necessary for the whole society to take a positive approach to help the college students set up correct values, and enhance their sense of identity and confidence about the excellent traditional culture of China.

Keywords

cultural blending, values, education

1. Introduction

College students in the present age are the hope of the country and the future of the nation. As the important inheritor of the excellent culture of China, the values education of the college student is particularly important. With the development of globalization, international cultural communication has been intensified. Under such a cultural background, the in-depth exchange and integration of Chinese and foreign cultures, on the one hand, provide college students with a variety of value choices, on the other hand, brings challenges for college students to establish a correct value. As the main platform of cultural inheritance and college students' values education, the society has to take the responsibility to find a suitable way to help the college students form correct values under the background of culture blending.

2. The Influence of Cultural Integration on College Students' Values

Since the 21st century, with the continuous development and progress of world politics and economy, cultural ties between different countries have been increasingly close, and Chinese and Western culture blending have been intensified and we are in a critical period of multicultural development. Culture is the fruit of a nation's spiritual civilization. Values, as the core of culture, embody people's painstaking efforts and practical achievements and people's intelligence. Although most college students still have healthy, positive and optimistic values of life in the current era, it is inevitable that the integration of Chinese and foreign cultures will have a more or less impact on the formation of some college students' values. Some of the college students have a weak sense of social responsibility and do not have the ability to distinguish the advantages and disadvantages existed in the multiculturalism. On the one hand, the shallowness of contemporary college students' ideals and beliefs has directly led to the inclination of their values, on the other hand, culture blending also has an influence on their values, as result, problems has been occurred inevitably on their value orientation.

2.1 *Weakening of Ideals and Beliefs and Loss of Personal Belief*

With the development of society, the connection of worldwide politics, economy and culture is becoming increasingly close and the western culture and ideology has been spread and passed in China quickly with the advent of the Internet era and the emergence of new media carriers such as television and computers and the younger generation of our country has been influenced deeply by the western values. With the increasing degree of opening up, the traditional ideological system of our country has been impacted and the multicultural culture offers us more choices and the values of society are becoming more complicated, which causes more doubts and problems in the formation of college students' ideals and beliefs.

College students are the part of the people who are deeply influenced by cultural blending. They can receive new information quickly and are eager to try new things, but they do not have enough ability to distinguish right from wrong and resist the negative information. This will inevitably lead to the weakening of some college students' personal ideals and political beliefs when they are exposed to the negative culture of the West and some of the students shows less concern to the social development. Faced with various cultural choices and impacted by the cultural blending, they will have doubts about the original personal values and will inevitably change their original ideals and beliefs.

2.2 *Reduced Standard of Moral Judgment Standard and Declination of Personal Accomplishment*

The standard of moral judgment is the embodiment of the socialist core values of our country and it also reflects whether the whole nation has noble ideological beliefs. Low standards of moral judgment will inevitably lead to wrong moral cognition, and will inevitably distort the judgment of right and wrong of the whole society. College students are the intellectual groups in society. On the one hand, they are educated by the excellent traditional culture of the our nation, on the other hand, they are influenced deeply by the me-first values of foreign culture, which leads to their doubts about moral standards and finally results in the declination of their personal accomplishment.

The declination of some college students' personal accomplishment is reflected in the inconsistency between knowing and doing. The "unity of knowing and doing" is a good tradition of the Chinese nation. But under the present impetuous social environment, it is hard for the college student to make it. Most of them have good moral judgment standard in heart, however, it is hard for them to keep their behavior with their moral standards. Moral cultivation needs a long-term perseverance. If the young college students of a nation do not pay enough attention to moral cultivation, it is hard for the nation to maintain prosperity. As the high-quality group of the society, college students are the hope and future of our nation. College students who are equipped with high moral standard will definitely play an important role in the development of our society.

2.3 Weak Sense of Social Responsibility, Weak Sense of Collective Consciousness

With the deepening of reform and opening up, the society has been infused with new culture and vitality, and college students' thoughts have been greatly liberated. However, some of them have formed a negative cognition that the society should serve the individuals and the individual interests are higher than the collective interests, and they are becoming more and more eager to pursue the maximization of individual interests. College students are in a critical period to establish a correct outlook on life and values but they do not have enough social experience and ability to distinguish right from wrong in the various culture values and is easy to form an improper values, which regards individualism as truth and ignores collective interests.

Social responsibility reflects a person's individual pursuit and dedication spirit. College students with social responsibility have an important influence on the development of the whole country and the progress of the nation. In today's society, under the environment of cultural blending, some college students are trapped in the dilemma and confusion of social responsibility. Therefore, when they are faced with the choice of individual interests and collective interests, some college students will choose to turn a blind eye to the social responsibility.

3. The Significance of College Students' Value Construction under the Background of Culture Blending

Under the deep influence of the blending of Chinese and foreign cultures, the value orientation of college students has the features of independence, variousness and variability, which indicates that there is an urgent need for a clear value guidance for college students and it is necessary and urgent to setup the socialist core values among college students. Under the background of cultural blending, it is of great significance for college students to construct the socialist core values. Exploring its significance has also become an urgent task for people.

3.1 The Need to Realize the Chinese Dream of National Rejuvenation

Young college students are the hope of our nation. It is said that "juvenile strong, the country is strong". College students are the main force of the young generation and the mainstay of the country. The young generation of college students are in a critical period to form the mature and correct values. In this

period, their outlook on life, values and world outlook are highly plastic, which puts forward new requirements for us to help them consolidate the correct values. If in this critical period, the whole society can effectively and accurately popularize the socialist core values to every college student, they can hold fast to their ideals and beliefs and it will be of great significance to the realization of the great rejuvenation of our nation. Therefore, under the background of cultural blending between China and foreign countries, it is important to strengthen the education of socialist core values to college students to raise their cultural self-confidence and cultural identity and to develop the socialist culture of China with our own characteristics.

3.2 The Need for College Students to Get out of the Dilemma of Value Choice

Under the background of culture blending, multicultural mixed with Chinese traditional culture offers more choices to college student's value formation. But college student are not mature enough to compare and choose the right values when the foreign western values are not in consistency with the traditional Chinese values. They began to doubt about theory of socialist core values and their sense of identity about the Chinese nation traditional culture is also weakened. In order to help college student to form a correct value in this critical period, it is necessary to teach them how to distinguish right from wrong and how to choose and lead them to the right path of value formation.

3.3 The Need to Enhance Cultural Confidence and Cultural Identity

Socialism with Chinese characteristics has been the subject of all the Party's theories and practices since the reform and opening up, and he also demanded that the whole Party shall show self-confidence in the way, theory, system and culture of the socialism with Chinese characteristics to ensure that the Party and the state will sustain a continuous development in the right way. Among the "four self-confidence", cultural self-confidence is a more basic, wider and deeper self-confidence and is a more fundamental, deeper and lasting force. Culture is the soul of a country and a nation. Today, when multiculturalism has become a trend, it is important to highlight the cultural characteristics of our country, carry forward the cultural advantages of our nation, and promote cultural identity to guide college students to establish correct values so that they are not easy to change their beliefs when they are faced with collision of foreign culture and traditional Chinese culture.

4. The Path of College Students' Values Education under the Background of Cultural Integration

Under the background of multicultural social environment caused by cultural blending, education for construction of College Students' values is a long-term rigorous project and it needs concerns from the whole society, schools, families and college students themselves. Multicultural social environment will inevitably form a pluralistic values, which will lead to a pluralistic thinking and behavior, which in turn will affect the choice of values of the college students. In order to cope with the negative impact of cultural blending, we must find a new way to help college students setup the firm and correct values.

4.1 Strengthen the Publicity of Core Values

Cultural blending has made multiculturalism a trend. Under the current situation, it is very important to highlight the cultural advantages of the our nation and raise the cultural identity and cultural self-confidence of college students so that they will hold fast to their beliefs when they are faced with the impact of multiculturalism. Young students are the hope of the country, so we must strive to help them establish the correct values and provide education of the core values in-depth to every college student. Society is the biggest classroom for college students to learn, and the whole society is the learning platform for young students. The propaganda of social core values reflects the attention that we paid to our own culture. As the biggest position for the dissemination of the social core values, the whole society must do its utmost duty to disseminate the socialist core values most efficiently, quickly and extensively, and publicize them through various platforms and means, such as the internet, advertisement, and the new we-media platforms, etc., any of which can be widely accessed by the public. When a positive cultural atmosphere is formed in the whole society, college students will inevitably feel the power of the country and culture, and will naturally establish the correct values.

4.2 Changing the Way of Education for College Students' Values

At present, most colleges and universities in our country have a great misunderstanding on the education of college students' values. Our education attaches great importance to the acquisition of theoretical knowledge of College students, but fails to pay full attention to the education of college students' values. Under the background of in-depth cultural blending, colleges and universities must change the traditional mode of education. First, they must reject the over-utilitarian mode of education, and shall not only pay attention to the employment rate of College students, the rate of postgraduate entrance and so on, but also shall balance the proportion of class hours of ideological and political lessons and professional lessons. Second, they must establish an effective moral character assessment mechanism because it is not enough to judge a student's values only by paper exam result but also it is important to assess his daily behavior. Third, it is necessary to carry out practical activities related to the cultivation of socialist core values because values education cannot just stay on slogans but also it shall combine classroom learning with the extracurricular practice so that it is easy for college student to understand the truth contained in the core values and get the connotation of the core value.

4.3 Strengthening College Students' Attention to the Cultivation of Correct Values

In the traditional culture of our country, there is a high demand for personal accomplishment, which is also an important reason of the emergence of great talents from ancient times to present. The college students are the new force for the development of our country and it is very important to assure that every college student has good moral character and noble quality. College students' thoughts, behaviors and attitudes reflect their own values. As the future mainstay of social development, college students must have correct values. Only in this way can they contribute to the great rejuvenation of our country. However, college students have been deeply influenced by the exam-oriented education system of our country and they have to pay attention to their paper test results from primary school to university.

When they finally enter into university, they must face the challenge of employment so that they seldom have time to concern about value education. Although the establishment of correct values need help from external forces, as adults, young college student must be responsible for their own behavior and strengthen their own cultivation. Only in this way, can they setup the correct values under the help from outside.

5. Conclusion

College students as the backbone to promote the development of the our country and they are the future of the country and the hope of the nation. Under the background of culture blending, it is not easy for college student to setup correct values and it is necessary for the whole society to work together to build a good cultural atmosphere and help them obtain cultural confidence, enhance the sense of recognition of core values, assume the social responsibility and undertake the task of realizing the great rejuvenation of China.

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