

## *Original Paper*

# Problems of Value Orientation of Contemporary College Students and Countermeasures

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### **Abstract**

*Values, in fact, is the process of cultivating one's own mind to correctly view money, fame, gain and loss. It serves as the core of human spiritual field and influences human values and behavioural patterns. Contemporary college students are a generation of attention, they have certain knowledge and ability, with the expressive desire of exploration and research. Among the values of college students, values influence all aspects. Therefore, under the condition of socialist market economy constantly tends to improve, the main work of colleges and universities is to deeply understand the current situation of college students' values, and timely and effectively strengthen the ideological and moral education of college students, in order to cultivate talents and qualified citizens who can be used by the society.*

### **Keywords**

*college students, value orientation, reasons, countermeasures*

### **1. Introduction**

Values are a system that can distinguish between right and wrong, judge truth and falsehood, and guide people in the right direction to pursue their dreams. Values have different meanings for each person, and they are a reflection of his or her life goals and beliefs. However, times are changing, life is progressing, the economy, science and technology are developing, prompting people's values to change. This paper mainly analyses the ideology of contemporary college students and proposes some practical countermeasures for the improvement of the current problem of the change of college students' value orientation.

## 2. Problems in the Value Orientation of Contemporary College Students

### 2.1 *Confused about the Future, Lack of Faith*

The word “useless study” has become more and more popular in the contemporary world, no matter college students, secondary school students or primary school students think that studying is useless. It is true that there are more and more college students nowadays, and there is no longer a “scarcity” as in the last century. However, because of this, many people think that studying in university is useless, not only wasting several years of time, but also after graduation, there is still employment pressure, and still have to look for a job with a group of junior high school graduates or high school graduates. Some people even think that after graduating from university, they still have to work for those rich people, so what is the use of studying well? Therefore, the common phenomenon of college students nowadays is that they are late for class, leave early, absent, take leave, skip class and so on. All kinds of phenomena show that today’s college students thinking values change, no longer good to learn, replaced by the attitude of indifference to their own future without any expectations, no planning, no idea, no struggle for their future heart. Become a new generation of “old people”, only the pursuit of the immediate, do not care about the future.

### 2.2 *Slippage of Identification with Traditional Virtues*

Times are changing, life is progressing, the development of the economy, science and technology has brought a lot of convenience to the present society, so it has led to the change of values and the gradual decline of the recognition of traditional virtues. Ancient people respected the life of hard work and thrift, hard work; behaviour of filial piety and respect for parents, elders, to help others; style of cleanliness and honesty, selflessness. What about now?

With the improvement of the current economic standard of living, some students feel that helping others to help this kind of thing depends on the mood, to help or not to help their own decision; some students think that almost every family is now into the well-off, the money is still hard to save what to do, in time for pleasure is the king of the road, thrift and hard work of the times have gone. In particular, many students with better family conditions are generous and have a poor life style. Some college students consume without restraint, treat, eat, drink, take consumption as a kind of enjoyment, without considering their own financial situation. Individual students even embark on the road of stealing and other offences. Sometimes it also makes some students with relatively poor family conditions have some psychological problems, which has some negative impact on the development of contemporary college students.

Contemporary college students can be said to be an important force in China’s socialist construction, equivalent to the mainstay. Nowadays, the purpose of education is to cultivate people with all-round development in moral, intellectual and physical aspects. Virtue comes first, i.e., personal character. Virtue, gain also, because the path of life taken is correct and makes one gain, just like filial piety, fraternal duty, loyalty and faith. In ancient times, the traditional virtues were highly regarded, and it was believed that desires, wealth and enjoyment were all things outside the body, and that inner

cultivation was the most important. Contemporary people, however, believe that the fulfilment of desires is the most important thing in life. This is very different and inconsistent with the Chinese ideology of having traditional virtues.

### *2.3 Utilitarianism of Value Tendency*

Lacking the guidance of traditional correct values and the moulding of traditional virtues, today, more and more people pursue fame and fortune. Utilitarian thinking is serious: when personal interests are not in conflict with social interests, they are still able to safeguard the interests of society; once personal interests and social interests are in conflict with each other, they always emphasise their personal demands. When encountering things, they will also be self-centred and focus on personal interests. For example, when choosing a job, the first factor to consider is the social status and economic income, rather than the match between one's ability and the position; in the process of interpersonal communication, one tends to make friends who can bring help to oneself. In the process of interpersonal communication, they tend to make friends who can help them. They pursue material life to the neglect of spiritual pursuits, and they are greedy for small profits but despise selfless dedication. Give priority to personal interests before others. The value tendency is too utilitarian, pursuing material satisfaction and guarding one's own personal interests.

Recently, "Sharing+" is becoming popular in people's lives: sharing bicycles, sharing charging treasures, sharing umbrellas ..... The meaning of "sharing" is that everyone has the right to enjoy this object, which is public and cannot be treated as private ownership. According to reason, college students, civilised quality is a relatively high class of people, for public property should be how to deal with the correct values, but there are still so some seemingly out of place things appear in people's field of vision.

The saying "university is a small society" is true to a certain extent. Some college students participate in practical activities not to make themselves better and improve their abilities, but to add more points and colours to their transcripts. Whether it is the student union in the department or in the school, or the various clubs on campus, college students participate in the activities organised by them more to win competitions to add points to themselves in order to qualify for scholarships. Some students even go to their acquaintances in the clubs or student unions to help them make fake certificates in order to get the points. The original intention of the school campus activities is to cultivate the hands-on ability of college students, cultivate their artistic sentiment, and enrich campus life. However, now it has gradually become a tool to compete for fame and fortune. The original intention has gradually been forgotten, and the utilitarianism is becoming more and more obvious.

### *2.4 Disunity of Knowledge, Emotion, Intention and Behaviour*

The confusion about the future, the disdain for traditional virtues, and the utilitarian tendency of values all make the concepts and behaviours of contemporary college students different from one another. Perhaps the initial intention is still to study hard, to improve every day, to contribute to the society, to follow the traditional virtues, and to be a person with positive thoughts and actions, but what is shown

is the desire, fascination, and utilitarianism for this flowery world. For running red lights, drunk driving, theft and other violations of social order, they believe that they should be punished, severely punished, but when it happens to themselves and hope to be able to give themselves a chance to be tolerant; treatment of some of the issues because of utilitarian and seek a special relationship with the time, on the one hand, scoffed, and on the other hand, do the same thing.

Knowing that it is not possible to do, or knowing that it should be, but not to do. College students do not know the action is also manifested in the axiology can be said to be a head of the road, but there is no practical action - "thought on the giants, action on the dwarf". Just like clearly know the importance of integrity for everyone, but the phenomenon of examination fraud is more than repeated; know that the world's prosperity and demise, the responsibility of the people, but each sweep the snow in front of the door, things do not care about their own high up; will be for the library or elsewhere the phenomenon of occupying the seat to express anger, but with those who are the same as those who are doing the same thing to make people angry occupying the seat; know how to be thrifty and frugal, hard work, but still in the "Double eleven, double twelve" when the crazy shopping, buy a bunch of seemingly need to actually useless things; all know that a drop of grace when the spring to return, but there will still be filial piety parents, do not care about parents, and even verbal abuse, abusive parents of things happen. An old man in Henan Province, because he went to attend the funeral of a comrade in arms, did not have time to pick up his granddaughter, and as a result, he was brutally beaten by his son. What is ridiculous is that this son's identity is a policeman. How can a highly educated servant of the people who can do this to his father who raised him defend the peace of this society and promote its harmonious and stable development? How can he defend the peace of this society and promote the harmonious and stable development of this society? While saying that he will abide by the moral and legal system of the country, he is at the same time violating the moral and legal system. While receiving higher education, they are doing things that are not in line with their proper qualities.

### **3. Reasons Affecting the Value Orientation of Contemporary College Students**

#### *3.1 Influence of Family Education*

At present, the majority of parents in China design the life path for their children: key primary school - key middle school - famous university - decent job. "Eating well and sleeping well are not as good as reading well." Nowadays, most parents think that studying is the only way to have a way out and a future, so they let their children study at all costs and pay attention to the cultivation of culture. However, this does more harm than good. On the one hand, they pay too much attention to intelligence and neglect the cultivation of children's basic qualities; on the other hand, they do not understand the principle that what goes around comes around, so they put too much pressure on their children, which leads to the children's rebellious mentality.

Family education can be said to be one of the most important factors affecting the ideological and moral character of college students, and the values of parents also deeply affect the children. A child's

character comes partly from heredity, partly from acquired education, and family education accounts for a large part of acquired education, so it is said that a child's behaviour, whether good or bad, is subject to the constraints of the family.

### *3.2 Relative Lack of Education and Management in Schools*

Ideological and moral education is a process that can promote the development of students' ideology and morality and the formation of good, scientific values.

At the primary school level, there is a course on ideology and morality; at the primary secondary school level, there was initially a course on ideology and morality, but now it has been reformed into a course on morality and the rule of law; at the higher secondary school level, there is a course on ideology and politics; and at the university level, there is not only a major in ideology and politics, but also other majors are required to take a course on ideology and politics. However, with the improvement of China's economic standard of living and the deepening of various institutional changes, there is no specific and rigorous system for the implementation of the course of ideological and political education in each university. As the transmission channel of the direct experience of ideological and political education, the ideological and political theory course is not strong in purpose, does not achieve the connection between theory and practice, and is unable to help students deal with some of the contradictory problems in their thoughts.

China's current exam-oriented education makes families and schools pay too much attention to intellectual education, emphasising learning but neglecting ideological and moral education. They attach importance to knowledge but neglect ideology and moral character, arrange very little time for teaching, are not rigorous enough for ideology and moral character education, the management is not in place, there are the disadvantages of focusing on theory but not practice, reasoning but not management, form but not content. Schools for the promotion rate will also ignore the ideological education, that students only need to get into a good junior high school, high school, university, and find a good job on it, the school's fame and prestige will rise, so for the students of the ideological education did not pay special attention to morality, and did not correctly guide the students to set up a correct outlook on the world, the outlook on life, the values, which led to changes in ideological values of the college students' orientation.

### *3.3 The Influence of Negative Social Factors*

The reason for the change of ideological value orientation is largely due to the influence of various environments in the society, especially the economic relations with market and plan as the main means. China is in a period of reform and opening up development, the development of the economy, the reform of the political system, the change of cultural life style, all of them have a certain impact on the ideological values of contemporary college students. It makes the values of college students appear new characteristics.

Everything has two sides, and the development of market economic system is no exception. The good side is that it can help college students to realise their self-worth, form good values, keep an

enterprising heart for the real society, keep the concept of equal competition for all kinds of things, know the world but not the world, be upright and honest, and do things diligently. But the bad side is that it leads to the phenomenon of individualism, egoism, and other degrading concepts come and go, and ultimately lead to the ideological and moral status of college students show a downward trend.

### *3.4 The Influence of Mass Media*

Economic development, the development of science and technology has brought about the popularity of the network, people learn more from the network than in the classroom, what time the most popular things, what are the hottest topics, the hottest vocabulary can be known immediately. The Internet is like an encyclopaedia, people browse and talk on the Internet, and the loophole of not needing real information allows netizens to say whatever they want on the Internet. Of course, it is not possible to generalise that the internet brings bad and negative effects to people. It can only be said that the advantages and disadvantages of the Internet have not been properly recognised. If you make good use of the advantages of the Internet, then it will bring you unlimited knowledge; if you do not make good use of it, then its disadvantages will surround you, so that you are addicted to the network, isolated from reality. So for the internet the focus is on how to look at it. But nowadays the media, especially the new media of the Internet, spreads more negative news and gives a kind of wrong guidance to college students. It makes college students become more and more indulgent in their own behaviour and inaccurate in their knowledge and judgment of things, thus causing confusion in ideological concepts and a decline in value judgement and a change in value orientation.

### *3.5 Inadequacies of University Students Themselves*

Contemporary college students are mostly after 00, in those days, the implementation of family planning policy, prompting most families to have only one. Therefore, most of the contemporary college students are only children, grandparents love them, and they are the jewels in the palm of their mothers and fathers' hands, which has gradually formed the ideological concepts and behaviours of egotism and exclusivity. Greenhouse flowers always grow up to be more delicate than the grass through the wind and rain, not deep enough understanding of society, lack of practical experience, resulting in their ideological understanding of the one-sidedness, limitations, subjectivity, lack of discernment and judgement. Moreover, their immaturity and unstable values make it difficult for them to make correct choices when they are influenced by a variety of ideas and values. However, they are very eager to express themselves, show their individuality, let go of their ideals, and get rid of the care of others. However, because they do not have the psychological quality and ability to withstand all kinds of things that happen, once they encounter setbacks and tribulations in their studies, work and life, they are prone to psychological imbalance, leading to psychological problems.

Each person is different and holds different values and behavioural habits. Therefore, the understanding of the quality of ideological virtues will also be different. There is no clear definition of the standard of measurement and judgement of ideological virtues, so many people's bottom line drops again and again, and more and more people touch it, until it reaches the edge of the ideological virtues, and even

violates the bottom line of the ideological virtues.

For these status quo, for college students now show a variety of ideological values, can not let it free development, more and more negative, but should put forward some countermeasures, prompting the future to show a bright future.

#### **4. Countermeasures for the Development of Value Orientation of University Students**

##### *4.1 Guided by the Socialist Core Value System*

In order to make the ideological values of contemporary college students develop in the right direction, it is necessary to constantly learn the correct theory of thought. College students should clarify the correct values, master the correct way of understanding things, analyse some diversified values in today's society, and form their own thoughts. Correct their confusion in thought, have a long-term understanding of the future, and set up good faith. Combine the principles of Marxist philosophy with the reality of one's own life, and adhere to the principle of seeking truth from facts. Strictly demanding themselves, with the correct "three views" to guide life.

##### *4.2 Do a Good Job of Family Education*

Family education is crucial to the growth of children, parents have an important role in guiding children in their journey of growth. "In the beginning, the nature of man is good", when it has not deviated from the correct track should guide them in the right direction, the formation of correct ideological concepts, establish the correct values. Education should not only instil external learning, but also internal education. Parents' behaviour also affects their children's development. In order to educate their children to be good thinkers, parents should pay attention to their own behaviour and avoid giving a bad example to their children. A harmonious family is more likely to make children develop good ideological values, so it is necessary to create a warm and beautiful family environment and give children a learning space full of love. We should always pay attention to the child's growth and change, in the right time to teach the right reasoning, not to instil, not to do nothing, and slowly guide the formation of the correct values.

##### *4.3 Good School Management*

Clarify the exemplary role of teachers "teachers, preaching, teaching, explaining also". Teachers are the greatest influence in the life of students in the education of a role, teachers have a greater role in helping students' thinking, psychology, values and other aspects. Teachers play a role model for students: students are developing people with strong learning ability, and there is a kind of inexplicable admiration for teachers, so that teachers' words, behaviours, styles and so on will unconsciously influence students. So teachers should do a good job as a role model. In terms of knowledge, they should constantly improve their professional knowledge as well as scientific and cultural knowledge, knowledge of education and teaching; in terms of professional ethics, they should care for and love students, be dedicated to their work, unite the classroom community, and serve as a role model; in terms of interpersonal relationships, they should be democratic and equal, tolerant and understanding.

Educate students to become a person with correct values.

Establishment of the school system for today's college students late, skipping classes, leaving early, taking too much leave and other phenomena, the school should take strict measures to effectively solve this vice. For the changes in the ideological value orientation of college students, it is necessary to strengthen their ideological education and urge them to move towards a brighter path. Classroom education is the most effective way to carry out ideological and moral education, in which students are instilled with correct values and their thoughts and behaviours are actively guided. Use the dual management of inner thought and outer system to promote the formation of correct values among students.

Combination of individual and collective education. For the education of students, independent individuals are often more free to express themselves. To link students' individual education and collective education, because the class is a big family, students' words and deeds, every move not only shows the individual, but also reflects the spirit of the class, so it is more important to restrain themselves. Express their thoughts correctly, be careful with their words and actions, establish a sense of collective honour, and form good values. Not only should specific classroom teaching courses be offered, but also field activity courses should be offered, and practice should be integrated with moral education, so that students can always keep a healthy heart.

#### *4.4 Make Good Use of the Positive Guidance of the Media*

The progress of science and technology makes life more and more convenient nowadays, and people rely more and more on the Internet for communication and understanding current affairs. Nowadays, a lot of news comes from the media, and whether the media reports positive or negative news has a great influence on people. The role model of idols is also very helpful to the development of students' ideology and moral character. Stargazers will always like to imitate their idols' words and deeds, and idols should restrain themselves and show the positive side to avoid bad influence. Therefore, we should actively use the positive guidance of the media to promote positive energy and improve the quality of college students' ideological and moral character.

#### *4.5 Improve the Quality of Personal Ideology and Moral Character*

The discipline of one's own behaviour is essential, although family, school, society, media and other factors affect the development of one's own character, but the lack of one's own character is also an extremely important aspect. So we should pay attention to our own development and restrain our own behaviour. Strengthen the understanding of all aspects of society, actively participate in social practice activities, exercise their own ability, improve their psychological quality, and be able to withstand setbacks and tribulations. Strive to study the ideological and moral courses and do well in things related to moral education.

## **5. Conclusion**

For the phenomenon of change in value orientation of contemporary college students, we have to look



at it dialectically. Since the reform and opening up, the social trend of thought is constantly developing and changing, the phenomenon of misplaced and tilted values will inevitably appear, but we can't let it continue to develop.

While improving the cultural level of university students in terms of intelligence, we should not forget to pay attention to the development of values in terms of ideology and morality of university students. It is necessary to strengthen the ideological and political quality of college students and to cultivate excellent and qualified citizens who can be used by society. This is of great and far-reaching strategic significance to the realisation of building a moderately prosperous society in an all-round way, realising modernisation and realising the great rejuvenation of the Chinese nation. As the future builders and successors of the motherland, we should always bear in mind the mission of improving the quality of the nation. Adhere to the guiding ideology of the scientific concept of development, adhere to not forgetting the original intention, continue to move forward, improve their own personal qualities, character, and endeavour to become a useful talent to the country.

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