

The Predicament and Methods for College Students Identifying With Core Values of Socialism From the Perspective of Social Interaction

HE Miao^{[a],*}; GONG Shuyan^[b]; ZHANG Xiaochuan^[c]

^[a]Ph.D., Lecturer, College of Marxism, Northwestern Polytechnical University, Xi'an, China.

^[b]Associate Professor, Public Opinion Information Research Center, Northwestern Polytechnical University, Xi'an, China.

^[c]Associate Researcher, Department of Science and Technology Management, Northwestern Polytechnical University, Xi'an, China.

*Corresponding author.

Supported by General Research Project of Ministry of Education, Humanities and Social Science (14YJC630039); the Fundamental Research Funds for the Central Universities (RW2014); Shaanxi Province Social Science Research Fund (2015A024).

Received 19 September 2017; accepted 11 November 2017
Published online 26 December 2017

Abstract

College students' identification with core socialism values affects the development of construction of spiritual civilization. In this paper, based on social interaction theory, we analyzed the relationship between it and identification with core socialism value. Based on these, we constructed model for method of identifying with the core socialism values from the respects of college interaction and external interaction, real interaction and virtual interaction.

Key words: Social interaction; Core socialism values; Identification method

He, M., Gong, S. Y., & Zhang, X. C. (2017). The Predicament and Methods for College Students Identifying With Core Values of Socialism From the Perspective of Social Interaction. *Higher Education of Social Science*, 13(2), 35-41. Available from: URL: <http://www.cscanada.net/index.php/hess/article/view/10015>
DOI: <http://dx.doi.org/10.3968/10015>

INTRODUCTION

Currently, the construction of the core socialist values for college students is in a promising and ascending trend. However, there are drawbacks in its development,

including formalized construction of values and students' identification being weak. The social interaction theory stresses the importance of the social situation, believing that people interact with each other in a certain situation which further affects personal behavioral choices and the status of ideology. College students, as a social group, their identifications with the core socialist values are formed from interaction in different places and situations. The author states that the interaction includes real and virtual. For the real interaction, it contains internal systematic interaction in colleges and external systematic interaction in the society. For internal systematic interaction in colleges, it contains interactions between peers, advisor's value of role, and interactions in in-class teaching. External systematic interaction in the society mainly focuses on wide-range of social practice. The virtual interaction mainly refers to constructions of campus WeChat and Weibo, interaction in condition of new media technology including online social platform, and interaction between virtual reality and reality. Hence in this paper, we researched predicament of college students' identification with the core socialist values based on the perspective of social interaction, established social interaction system, and explored the method of identification realization on this basis.

1. THE RELATIONSHIP BETWEEN SOCIAL INTERACTION THEORY AND COLLEGE STUDENTS' IDENTIFICATION WITH THE CORE VALUES OF SOCIALISM

The social interaction theory stresses the subjective factors (self), emphasizing that it is both the object and subject (i.e. self-duality). It stresses the research on the micro level of society, emphasizes individual characteristics, pays attention to the research on the interaction between

individuals, and emphasizes the study of real life and interaction processes. According to Blumer, the individual's action on object is based on the meaning that he gives to it. And the acquisition of such meaning arises from the process of self-explanation that is obtained through the process of self-explanation (Blumer, 1969). Many studies have found that social interaction in various fields facilitates the self-identity of individuals. Scholar Zhu et al. (2013) found that the interaction of adolescent players in online games has an important influence on the recognition of achievements and the construction of social identifications. Yang and others (2014) divided the social interaction into participatory interaction, shared interaction, knowledge interaction and creative interaction. They think that social interaction can promote the transmission of inter-generational cultural values such as personal accomplishment, morality and interpersonal relationship, and form functional experience, emotional experience and social experience. It fully explains that the social interaction and values are closely related. The college students' identification with the core values of socialism arises from the college and social systems. It constantly perceives and transforms during interaction with different objects, deconstructs the connotation of the core values of socialism, gives self-meaning to the core values of socialism, and realizes the transformation from feeling to identification, and finally internalizes as their own values, as the ultimate goal of college students' orientation of the value. The interaction between the I and the me forms self. However, the nature of the self is expressed through real behavior, the interaction between the I and the me (Hou, 2001). Action from the perspective of the life world is often attributed to the interaction between people, which refers to social interaction. As a kind of mental state, identification with the value is the inner manifestation of the self and the result of reaction, which is continuously reshaped and constructed in the field carried by the interaction. In the process of interaction, subjects must occur in contact with each other, which can be indirectly mediated by the tool as a medium (Sui, 2012). Advances in cyber technologies have become an important link in promoting the interaction between subjects. With the development of the network, the basic conditions for the identification of college students have changed, the structural forces of identification have changed, and the dominant factors of identification have shifted (Deng, 2014). Therefore, it is necessary to pay attention to the influence of interactive subjects, interactive situations and interaction methods on college students' identification with the core values of socialism, to develop the positive effect of interactive subjects, to create good interactive situations and to create advanced interactive methods, and to promote gradual enhancement of college students' identification with the core values of socialism.

2. THE ANALYSIS OF COLLEGE STUDENTS' IDENTIFICATION WITH THE CORE VALUES OF SOCIALISM UNDER THE PERSPECTIVE OF SOCIAL INTERACTION

2.1 The Complicated Interaction Environment Resulted in Missing Basis of College Students' Identification With Values

From the perspective of the interaction environment, the era of knowledge economy is along with and the accelerated process of economic globalization and integration, the deepened level of the openness of society, the complex cooperation of values and minds, cultures and ideas. They have broadened the horizons and knowledge of college students, and greatly enhanced their self-realization consciousness, which play an important role in their growth and success. On the other hand, the multi-value culture brought by the multi-dimensional social thought makes the traditional values gradually being forgotten or even neglected. The lack of awareness of the rule and bottom line is becoming increasingly serious, while the new dominant values have not yet been completely established. Pluralistic and multi-layered values have triggered people's collective defiance of tradition and the high degree of enthusiasm for the present (Wang, 2014). Consumerism and violent ideology gradually erode the values of individual ethics in our country, which lead to the dissimulation of individual thoughts, the proliferation of utilitarianism, the rise of self-centralism, the significant decline of social trust, the alienation of human beings and the isolation of society to a certain extent. It challenges the stability, harmony and development of the society. In addition, in recent years, there has been an increase in social misconduct, a rise in crime rate, a significant derailment of the system, and the frequent occurrence of unfair and injustice which make college students doubt the traditional social ethics in our country such as collectivism and helping others. Due to the existence of unreasonable factors and the "gap" between the real and the ideal society cause the college students to neglect and to disagree the core values of socialism. Because of this, Jiaxin Yao case and Fudan poisoning case have happened. Therefore, the complication of the interactive environment is one of the major difficulties in college students' identification with the core values of socialism.

2.2 The Instability of Interaction Subjects Resulted in the Lack of College Students' Identification With Values

From the perspective of the interactive subject, the group of college students has the characteristics of impulsivity, curiosity and discernment of low ability. It is in the crucial period of the formation of values and is easily influenced

by external factors. In condition of disqualified media information on the internet and wantonly advocated the Western values, money worship, gameholic, hedonism and other bad habits are filling the society, competition and trend-following are common. Many college students have problems such as confusion, psychological barriers, declining grades, physical weakness, etc. Some college students have seriously biased lifestyles and even on the way of breaking the law and committing crimes. It suggests that there are the contradictions of psychological value, the separation of value standards, the fuzzy choice of values existed among college students universally. At the same time, the westernization of teachers also adversely affects college students. According to a survey conducted by the Liaoning Daily, many university teachers criticize the reality of China in classrooms, preach Western centralism and promote Westernism. College teachers' remarks exert a subtle influence on the college students and reduce their sense of identification with the core values of socialism. In addition, there is not much publicity in the colleges. Fewer students are involved in the selection of models. It can not arouse the students' affective approval and the empathy effect is low. Therefore, in the group of college students, model pioneers take the lead with little effect. As an interactive subject of college students, the characteristics of their susceptibility and instability are reasons that lead to the problem of identification with the core values of socialism.

2.3 One-Direction In-Class Interaction Resulted in the Missing Bridge of College Students' Identification With Values

Interaction is a dynamic process (Qiu, 2013). As an intermediary variable in the interaction, education plays a significant role in promoting the college students' identification with the core values of socialism. Education plays an important role in the process of individual socialization. The evolution of educational identification is the main method of promoting the formation of individual identification. College students' identification with the core values of socialism mainly depends on the college's ideological and political education and gradually formed. In the course of ideological and political education, through face-to-face interaction between teachers and students, teachers popularize and instill the core values of socialism to students and enhance their identification with the core values of socialism. However, due to the fact that today's ideological and political courses mainly use "spoon-feeding" teaching mode of teachers' lecture and students' listening as supplement, which is the one-way instillation of value. It does not start from the characteristics of interaction subject, and deviates from the values of college students, and is difficult to obtain college students agreement. At the same time, the ideological and political education in our country is more fragmented and has not yet formed a systematic theoretical system. Fragmented output of value, which

can not achieve good results, will annoy them, thereby reducing the sense of identification with the core values of socialism. It also causes failed internalization of the core values of socialism into its own value and to make the correct choice of the value. Therefore, the one-direction interaction and the fragmentation of interactive content often lead to lowered college students' identification.

2.4 The Low Efficiency of the Network Media Interaction Mechanism Resulted in the Lack of Guarantee for College Students' Identification With the Core Values of Socialism

The rapid development of information technology, along with the rise of new media represented by WeChat and Weibo, has a profound impact on college students' ideological and political education and provides a high-quality platform and convenient means for the promotion of the core values of socialism. The distance between college students and the core values of socialism has been shortened gradually, and it is beneficial to turn their emotional identification with the core values of socialism into behavioral identification and even value identification (Yu & Wang, 2013). However, the publicity on the core values of socialism by the media is much dispersed, and it mainly relies on the government official website. It lacks of depth and width and fails to form a comprehensive coverage of the publicity network, which also makes the students fail to obtain a systematic and comprehensive knowledge on the core values of socialism through their interactions with the network media. Currently, the core values of socialism publicity in our country stays at the level of slogans and texts and has yet to get into people's daily life. This hinders college students' understanding of the core values of socialism and has a negative impact on their identification with the core values of socialism (Zheng, 2015). Moreover, the interaction system is an important external factor in guaranteeing college students' identification with the core values of socialism. However, the security system that matches with the core values of socialism publicity has yet been established currently, which has failed to give full play to the linkage functions of the three parts: society, college and individual. Therefore, the low level of interaction dimension and the imperfect interaction mechanism are the important reasons for the low degree of college students' identification with the core values of socialism.

3. THE ESTABLISHMENT OF THE MODEL OF COLLEGE STUDENTS' IDENTIFICATION METHOD WITH THE CORE VALUES OF SOCIALISM FROM THE PERSPECTIVE OF SOCIAL INTERACTION

Based on previous studies, combining with the characteristics of college students, the author believes

that the college students' identification method with the socialist core value should connect the internal interactions in college with the external social interactions closely. Taking the internal interactions in college as the main subject and the external social interactions as support, we can establish a double circulation support system. With the respective of the internal interaction in college, we should emphasize the subjective role of the interaction, give full play to the influence of Party members, counselors and other groups on the individual socialization, strengthen the ideological education, promote the enhancement of the ideological level, seize the main channel of the ideological and political course to increase interactions between teachers and students, bring the core values of socialism into social practice, combine the community activities with

social practice, and apply and test the theory in practices to ensure its scientificity and stability, so that it can be accepted by the college students who would internalize it into their own values.

Furthermore, we should follow the trend of the times, make full use of WeChat, Weibo and other campus network culture platform, take the network media as the main front of the promotion of the core values of socialism, integrate the core values of socialism into network and daily life through simple and easy network text, effectively promote the interaction and combination of virtual reality interaction, and thus improve college students' identification with the core values of socialism. On this basis, the author has set up model of college students' identification method with the core values of socialism (Figure 1).

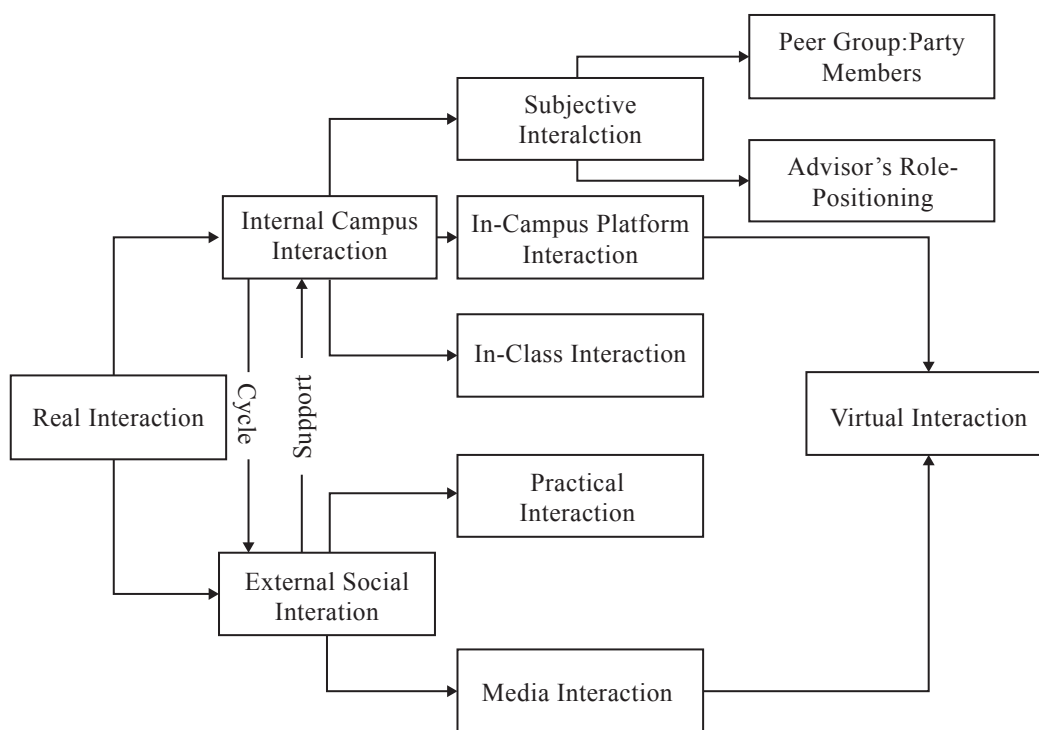


Figure 1
Model of College Students' Identification With the Core Values of Socialism

3.1 Internal Interactions in College

Social interaction is the interaction between people and people. Hence, we should focus on the interaction and interrelationship between various subjects.

Firstly, we should give full play to the exemplary lead effect of the party members. Communitarianism believes that human beings are a group of animals and people always rely on a group to live. There is no individual who is completely separated from a group. College students are inseparable from their peers both in their study and in their daily life. The members of the peer group generally have similar social background and education level and

have great similarities in interests and characters. Peer groups can provide new standards and values for members and have a great influence on the social behavior and personality of their members (Li, 1999, p.15). A great number of members in the group are Party members. They have received systematic education on the ideological and political theory. They are loyal followers of the Communist Party and practitioners of the core values of socialism. As the pioneers and Party models in the student groups, students with Party membership should play an exemplary role in their daily life, turn the core values of socialism into their own values, actively conduct political

mobilization, disseminate the core values of socialism to other students and make a deep impression on them to gradually enhance the college students' identification with the core values of socialism.

Secondly, we should help the counselor find the position accurately and play the role in ideological and political education well. The counselor is the person who is most closely related to the college students except the group of the same age. They have an important influence on the code of conduct and the formation of values of the college students. For this reason, counselors should pay much attention to the ideological status and value orientation of college students, establish an archival repository on student information, regularly visit student dormitories, and carry out activities such as "ideology exchange conference", "teacher-student mutual aid association", core values reading club and so on. The counselor should talk with the students, learn about their mental status and guide and counsel students with mental problems timely. The counselor should also help students get rid of their bad habits and any behavioral choices that violate the core values of socialism, establish the correct 'three values' and make judgements and choices with the correct value.

During the process of interaction, situational factors have a significant influence on the interaction. The main living space of college students is the university campus. Along with the gradually improved science and technology, many colleges and universities have their own WeChat platform, subscription service and so on. The emergence of these new media on campus has transferred massive information to students every day. The growth of the emerging campus media has an important influence on the value orientation of college students to a great extent. Therefore, we should make full use of this platform and eventually make the universities' WeChat public platform an effective carrier and tool for college students' ideological and political education (Gou, 2015). Student associations in colleges and universities are mass organizations of self-service, self-educate, and self-manage. They have long been regarded as the second classroom for the all-round development of college students (Zhu, 2015). Many of them actively participate in community activities, find their own value orientation in the process and enhance their comprehensive qualities. Thus, we should pay great attention to the campus culture platform and student organization development, make full use of the media resources effectively, make it become an important base and education carrier of the core values of socialism publicity, create a good atmosphere of learning the core values of socialism in the whole college, build a strong patriotism feelings, promote college students' socialization, and turn their cognition and identification with the core values of socialism into an emotional one to gradually improve their feelings of identification.

Finally, we need to change the one-way ideological and political education mode and strengthen the students' subjectivity in the class. The ideological and political course is the main way to cultivate college students' core values of socialism. Right now, universities have offered the ideological and political course with a variety of forms targeting both the undergraduate and graduate students; however, because it is mandatory and its teaching mode is one-way mode with few interactions between students and written exams, the course does not consider the needs of the students nor take the nature of the students into account. As far as the current situation is concerned, the educational effect of the ideological and political theory course is very poor. Therefore, we should transform the original one-way inculcation mode of the course, emphasize the interactions between students, adopt dynamic teaching methods, and make ideological and political lessons lively, interesting, and easy for the students to accept. Besides, on top of the ideological and political extracurricular activities, we should also regard the core values of socialism as a teaching program in other courses and permeate them throughout the class to ensure students to internalize them as their own values during the process of learning.

3.2 External Social Interaction

Firstly, college students' identification with the core values of socialism has the characteristics of invisible social identities; hence, it is necessary to integrate the core values of socialism into extensive social practices so that it comes from practice and now is integrated into practice in order to bring the core values of socialism into daily lives. Taking the practical education as the breakthrough point, we need to enhance college students' identification with the core values through social services (Chen, 2015). We should also start a wide range of activities combining studying and researching, encourage college students to form teams for social practices, reach deep into the rural families, carry out various social research activities, uphold the core values of socialism, and constantly create a learning atmosphere of the core values of socialism. In addition, we should organize voluntary service activities, such as: "three trips to the countryside" theme activities, visit the elders, take care of the left-behind children, visit companies, voluntarily teach courses and so on, to enable students to continuously receive education on the core values of socialism throughout their practices. Through self-experience and self-value realization, students should voluntarily use its own initiative and creativity to internalize the core values of socialism (Zhao, 2013). Secondly, practice is the only way to test the truth. By taking long-term ideological and political lessons, college students can enrich their theoretical knowledge of the core values of socialism, which only allows them to identify with the core values at the cognitive level, but cannot extend them to the emotional level or behavioral

level. Only through a lot of practice tests can students consciously choose, accept and consolidate the core values of socialism through the impact of practical events (Zhang, 2015), which improve college students' identification with the core values of socialism invisibly.

Moreover, we should give full play to the role of the new media. Relying on the powerful new media resources, we must strengthen the communication between government official website and other mass media, and truly achieve the all directional, multi-level and wide range publicity mode of the core values of socialism. The core values of socialism and net work media are interrelated, forming a subjectivity interaction network, building a theoretical and practical space for college students, and realizing emotional transformation, so as to improve their intuition and subjective initiative in prating the core values of socialism.

4. THE SECURITY ON COLLEGE STUDENTS' IDENTIFICATION METHOD WITH THE CORE VALUES OF SOCIALISM

College students' identification method with the core values of socialism cannot be separated from the support of the subsystems of three ideas: politics, economy and culture. Only by relying on the cooperation and interdependency of various systems can we ensure the correctness and scientificity of college students' identification method with the core values of socialism and future promotes their sense of identity with the core values of socialism (Zhao, 2015).

First of all, we should establish and improve the supporting system for the identification with the core values of socialism. We need to establish the corresponding publicity system, reform the rules and regulations of student management in college, and uphold the core values of socialism. In the meantime, we should establish the socialist core value evaluation mechanism with cumulative points method and make the core values of socialism content in the rubric for students daily behaviors and a comprehensive evaluation of the academic year. We can assign a score from 1-5 according to the students behaviors. They have to obtain certain scores through taking the corresponding course before the end of their last year in college in order to graduate. We can truly achieve the modification of college students' behaviors according to their identification with the core values of socialism through this use of coercive means.

Secondly, we should increase the financial investment on the publicity and education of the core values of socialism. The central government, local governments and universities should pay attention to the investment in the

core values of socialism education, increase the level of financial investment, set up special funds for education, and provide support for the education on the core values of socialism from the financial level.

Finally, we should insist on the unity of ideology and form, hold high the great banner of socialism, unswervingly follow the path of development with Chinese characteristics, and resist the infiltration of Western liberalism (Li, 2014). We need to bring the ideological and political education into the life of the students through the new media publicity to prevent their tendency of Westernization, while vigorously promote the excellent traditional culture of China, inherit the spirit of Chinese nation, grasp the essence of its ideology, integrate it with the spirit of the time, truly achieve the unity of tradition and modernity, enhance the students' identification with Chinese culture, and improve their identification with the college in order to enhance their identification with the core values of socialism.

SUMMARY

In conclusion, the author believes that we should combine the internal interaction within colleges with the external social interactions, encourage students who are Party members to actively play an exemplary vanguard role, set the orientation of the role of counselors right, pay great attention to the functions of campus culture platform and student associations, emphasize the interactions between ideological and political education, while widely apply the core values of socialism into practice and bring them into daily life; in addition, we should establish a security system with well-defined regulations, strengthen the ideological and political education on college students' patriotism, insist on the unity of ideology and form, resolutely resist the infiltration of Western ideology, uphold the fine tradition of the Chinese nation, and ultimately form the "three-in-one" (the college, society and students) supportive network of the open and interactive core values of socialism to further contribute to the construction of our core values of socialism.

REFERENCES

- Blumer, H. (1969). Symbolic interactionism: perspective and method. *British Journal of Sociology*, 2.
- Chen, M. B. (2015). Further discussion on the value, predicament and method of the education of the core values of socialism in colleges and universities. *Journal of Southwest Minzu University (Humanities and Social Science Edition)*, (05), 194-196.
- Deng, Z. Q. (2014). The social identity predicament and coping strategies of young people in the age of network. *Chinese Youth Study*, (02), 68-73.

- Guo, Z. Y. (2015). The new method of college students' ideological and political education under the new media environment—using the WeChat public platform of colleges and universities as an example. *Theoretical Horizon*, (01), 84-86.
- Hou, J. S. (2001). *Western sociology theory* (p.221). Tianjin, China: Nankai University Press.
- Li, Q. (1999). *Introduction of sociology* (p.15). Jinan, China: Shandong University Press.
- Li, H. (2014). The cultivation of core values of socialism under the safe threshold of the security of the mainstream ideology. *Scientific Socialism*, (06), 76-79.
- Qiu, W. G. (2013). New mission of moral education in college: Identification of core values. *Ideological & Theoretical Education*, 24, 4-8.
- Sui, H. (2012). A brief discussion on the interaction between the historic review on social interaction and the modern communication platform. *Shandong Social Sciences*, (s1), 54-56.
- Wang, Y. N. (2014). The cultivation of college students' core values of socialism from the perspective of consumerism. *Social Scientist*, (05), 52-56.
- Yang, D. F., Ma, Y. J., & Ma, B. L. (2014). Social interaction, transference of intergenerational cultural values and the formation of brand experience—A case study based on “American girls”. *Business Review*, (03), 70-80.
- Yu, L., & Wang, L. P. (2013). A study of college students' implicit identity with the core values of socialism. *Journal of Southwestern University (Social Science Edition)*, (05), 86-93+176.
- Zhang, B., Deng, Z. M., & Zou, L. (2015). Ideological discourse: The challenge and method of college students' core values of socialism cultivation. *Studies in Ideological Education*, (01), 36-39.
- Zhao, G. (2013). Exploration and invention of the mechanism on college students' core values of socialism cultivation. *Studies in Ideological Education*, (11), 67-70.
- Zhao, N. (2015). Foresting the core values of socialism and ideological education of college students. *Higher Education Forum*, (12), 32-34.
- Zheng, J. C. (2015). Education on volunteerism under the guidance of the core values of socialism in universities. *Studies in Ideological Education*, (05), 108-111.
- Zhu, D. H., Wu, Z. Q., & Huang, L. F. (2013). Social interaction and identification in online games. *Journal of Lanzhou University (Social Science Edition)*, (05), 63-68.
- Zhu, F. (2015). Research on the development model of college student associations from the perspective of social interaction theory. *Studies in Ideological Education*, (01), 74-77.