

A Research on the Individual Value of Ideological and Political Education in Colleges and Universities in the New Era: Taking Core Value Education as an Example

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Abstract: Core values education in colleges and universities that based on the development of students consists of a series of educational and practical activities including ideal and belief education, ideological and moral education, and social rule of law education as the main content, which is an important content of college education work. The educational value produced by the target of education and the educational role played are important criteria for measuring the level of core values education work and evaluating the quality of core values education work. On the basis of exploring the relationship between humanistic education thinking and core values education in colleges and universities, this paper attempts to point out the positive role of individual value research in promoting the quality of ideological and political education. In combination with the new requirements and new tasks of core values education in colleges and universities in the new era, we will explore specific ways to improve it.

1. Introduction

"Education is the great program of the nation" [1]. What kind of successors to cultivate and how to train the successors of the state are the fundamental tasks facing contemporary education work, and are also the fundamental questions that need to be answered in core values education work in the new era. This important exposition not only points out the direction for educational work, but also provides an important guideline for how to evaluate educational work. "The foundation of educating people lies in virtue" [1]. This viewpoint also points out the important position of core values education in education. Higher education is a key link in implementing the fundamental task of cultivating morality and cultivating socialist builders and successors who develop morally, intellectually, physically, aesthetically, and laboriously in an all-round way. How to scientifically evaluate the work of core values education in colleges and universities is of great practical significance to the development of the entire country's educational undertakings.

2. The Specific Meaning of the Individual Value of Core Value Education for University Students in the New Era

Individual value refers to the intrinsic value of core values education to individuals. It is pointed out in the book *Modern core values education* compiled by Zhang Yaocan and others the value of core values education is mainly manifested in the orientation of individual thoughts and behaviors, the stimulation of spiritual motivation, the shaping of individual values, and the standardization of individual thoughts and behaviors. Professor Luo Hongtie's book "Research on Ideological and Political Education" also elaborates on the scientific meaning of the individual value of core values education work in colleges and universities, he believes that "the individual value of core values education mainly refers to the satisfaction of individual needs by ideological and political education work" [2]. This definition reveals the essence of individual value and defines the meaning of individual value in core values education more accurately. Wang Li and Luo Hongtie further pointed out in their research that the individual value education refers to the fact that core values education effectively meets the needs of an individual with its own functions in educational activities according to the requirements of educational goals, and they have explained it from five aspects: First, the objectives of core values education work have a guiding effect on the production of the personal value of the educated recipients. Second, the needs of the individual of the educated object are the fundamental prerequisite for the generation and realization of individual value. Third, the function played by core values education is an important foundation for generating personal value. Fourth, the social practice activities carried out in the process of core values education play a key role in creating personal value. Fifth, core values education must be effective in satisfying the needs of individuals [3]. Another example is Feng Gang's research, which indicated that "the objects of core values education are actual and concrete people, and for flesh-and-blood individuals, there will be reasonable demands for growth and all-round development, which is directly related to the effective development and practical results of ideological and political education"[4]. Ideological, political, and political education in colleges and universities is an educational activity that takes college students as the main object, and should attach importance to the relationship of democratic equality, two-way interaction, and mutual transformation between educators and recipients. We also have to admit that in the entire core values education activities, the students who are the targets of education also play an important role in achieving the goals of core values education and producing the individual value of core values education. It also plays a role in guiding, motivating, and inspiring young students' all-round development, and also has a strong influence and penetration on the formation and development of young students' qualities in other aspects. It pointed out the counter-effect of individual value needs on the education work.

Generally speaking, the individual value mainly refers to the specific role of core values education work in meeting students' internal needs, and this role is positive and effective; On the other hand, when the educated are the objects of core values education work, they have a reaction to the education they receive, which is prominently manifested in the value of individual students in core values education activities.

3. The Research Significance of the Individual Value of Core Value Education in Colleges and Universities

Whether it is ideological education, moral education, rule of law education, or political education, is the focus of scholars' research, there are also many hot topics that are often studied and often new, on the topic of "individual value of core values education" studied in this paper, experts and scholars have also studied and explained from different fields, and have played a good reference and guiding role in the research of this article.

First, the humanistic theory is an important theoretical basis. Scholars have also fully realized that man is the main body of all practical activities, and the question of man's essential nature is an important starting point for the study of core values education. The proposal of humanistic thinking has come up new ideas for core values education, which is of great significance to improving the effectiveness of core values education. "The adolescent stage is the 'shooting and booting stage' of life, and it needs the most careful guidance and cultivation"[4]. From the perspective of the external environment, under the situation of the coexistence of multiple values and the agitation of multiple ideological trends, young students need the right direction; From the perspective of their own growth, the physical and mental development of young students also needs clear direction. There are also scholars who analyze the phenomenon of separation and confusion between individual value and social value in core values education from the theory of humanism, and study the way of dialectical unity of individual value and social value in core values education in the process of human practice; the work of core values education in colleges and universities is to cultivate socialist builders and successors, people with social nature, and people who want to serve society. This purpose is consistent with the sociality of people, thus reflecting the value of individuals. In short, humanistic theory provides useful guidance for the goals, means, contents, and forms of core values education, and has important theoretical significance for improving the level and effect of core values education, especially improving the pertinence and purpose of core values education.

Second, "individual value" is an important criterion for measuring the quality. It can also be seen from the literal meaning that core values education is an activity of positive educational significance to people's ideological consciousness, values, and behavioral habits. The value of core values education work arises from the relationship between core values education and people, and is also based on the relationship between core values education and people. The value of core values education is first embodied in humanistic value, and the ultimate goal of core values education in colleges and universities in the new era is examined from the perspective of individual value. This viewpoint has pinpointed the fundamental starting point of ideological and political work in the new era. The evaluation of the quality of core values education work is an important part of the entire core values education work system, and plays a significant role in improving the effect of core values education, especially the individual value of core values education work. It provides a scientific beacon for the growth and development of young students by clarifying the value orientation of work. Although the quality evaluation of core values education is a kind of work evaluation, it contains rich educational concepts and value orientation. In the process of evaluating the quality of scientific core values education, young students can better understand the main orientation of the value guidance of core values education, and then clarify the correct direction of their own growth and development.

Third, the satisfaction of individual needs helps to the all-round development of young students. The main purpose of core values education in colleges and universities is to better fulfill the fundamental task of cultivating virtue and people and improve the quality of personnel training in colleges and universities. Hence, to comprehensively grasp the individual value of core values education in the new era, it is necessary to focus on educating individuals. Young students in every era have strong development needs, which is an inevitable stage in the process of human growth. The development needs of young students in the new era are even stronger, "contemporary young people are active in thinking, quick thinking, novel concepts, wide interests, full of energy to explore the unknown, fast acceptance of new things, strong sense of subjectivity and participation, and a strong desire to achieve life development"[5]. However, young students in different eras, environments, and groups have different understandings of development." core values education is a science that integrates theory and practice. In the new era, under the influence of the integration of diverse cultures, facing a series of problems such as what kind of growth and development to

achieve and how to achieve growth and development, ideological and political educators need to give scientific guidance to young students. The quality evaluation system of core values education in colleges and universities contains clear value guidance. In the process of standardizing core values education and improving the effectiveness of education, we can not only meet the specific growth and development needs of young students, but also help young students clarify the basic connotation of growth and development, so that young students can benchmark their own reality in the quality evaluation of core values education work, so as to achieve coordinated and unified development of individuals, society, and the country.

4. The Path for Improving Core Value Education in the New Era

The state, and the Ministry of Education have issued such important documents as Opinions on Strengthening and Improving Ideological and Political Work in Colleges and Universities in the New Situation, Outline for the Implementation of Civic Ethics in the New Era, Outline for the Implementation of Patriotic Education in the New Era, and Opinions on Strengthening and Improving Ideological and Political Work in the New Era, calling for further implementation of ideological and political work and core values education. Through research and analysis, the work of core values education in colleges and universities in the new era should pay more attention to subjectivity, highlight humanization, pay attention to the spiritual world, and enhance happiness, and then explore a more effective path in the innovation and development of core value education from this process.

First, persistently implement the fundamental task of "building virtue and cultivating people." This article also pointed out earlier that what kind of successors to cultivate and how to cultivate successors of the state are the fundamental tasks facing contemporary education work, and are also the fundamental questions that need to be answered in core values education work in the new era. We must regard the establishment of virtue and cultivating people as the fundamental task, and continue to promote the comprehensive reform of "All staff educate, the whole process of education, all-round education". Core values education is a key link in school education, but should be all-round, ubiquitous, and ever-present, and it should be integrated, embedded, and infiltrate. Adhere to the education of all employees, build a vertical and integrated education system, further improve the list of responsibilities for the education of all employees, and promote the formation of a "school-college-professional-teacher" vertical and multi-subject all-staff education system. Adhere to the whole process of educating people, build a horizontally connected education system, run through the education work to all stages of students from pre-enrollment to graduation, integrate into the whole process of teaching, management and service work, and guide young students to buckle the first button in life. Adhere to all-round education and build a deeply integrated education system. Expand the space for educating people, cover the cultivation of virtue in and out of class, online and offline, inside and outside the school, and realize the seamless connection of education work. At the same time, we must insist on casting the soul with new ideas Bacon. It is necessary to boldly, bravely, and innovatively carry out core values education work with a straightforward and courageous attitude toward work, continue to promote the New Thoughts into courses, teaching materials, and minds, and guide the vast number of cadres, teachers and students to listen to the state, follow the state, and feel the favor of the state. We must persist in using new ideas to cultivate virtue and cultivate people. It is necessary to regard ideological and political work as an important chain that runs through the entire work of school education and teaching, and links all aspects of school education and teaching work, focus on cultivating people with well-rounded development of moral grounding, intellectual and physical ability, aesthetic sensibility and work skills, and persist in using the New Thoughts to cultivate morality and people.

Second, reform should be adapted to the law of core value education. The problem is the voice of the times. Educational reform must proceed from problems and persist in the unity of problem-orientation and goal-orientation; this is the understanding of the regularity of core values education work. Only through reform can we make education work more in line with the trend of the times and with the law of educational development and personnel training. The state is very concerned about and concerned about the core values education work in schools, and has put forward new requirements and new directions for the reform and innovation of core values education in schools through speeches, research and meetings. Educational reform is only carried out, not completed. Old problems are solved, but new problems keep creating. It is necessary to further enhance the systematic, integral, and coordinated nature of the reform of core values education. National leader pointed out that core values education work "should improve the talent training mechanism in accordance with the law of talent growth, as it goes that 'plant trees according to the objective growth law of trees, so that the nature of trees can be well developed', and avoid rushing to achieve quick results and pulling out seedlings to promote growth". Educational reform should make all kinds of education more in line with the laws of education and personnel training, and strive to form a vibrant, efficient, more open, and conducive to high-quality development of the education system and mechanism. Innovate education methods, improve the quality of talent training, and strive to form an educational environment conducive to the cultivation of innovative talents. To deepen educational reform and innovation, the focus is on accelerating the formation of a training mechanism conducive to the growth of talents.

The third is to meet the needs of the individual development of young college students. College students' ideological and moral character and behavioral performance also have systematic characteristics such as hierarchy, diversity, and dynamics. Combined with the current requirements of educational modernization and deepening the comprehensive reform of higher education, we should focus on enhancing college students' sense of innovative spirit, social responsibility and practical ability, and clarify the quality and construction standards in quality positioning. It is necessary to deeply grasp the core literacy system of university student growth and development, conduct in-depth research on the law of university growth and talent, and refine the requirements for the healthy growth and all-round development of students into the core competency system and academic quality standards of college students. From the aspects of ideals and beliefs, academic research, mental health, physical fitness, artistic literacy, social practice and volunteer service, we will refine and construct the core literacy system for the growth and development of university students. It is necessary to study and improve the index system for the construction of software and hardware for core values education, and start to promote it at various levels, such as sound institutions, personnel allocation, system standardization, condition guarantees, content improvement, method innovation, and effectiveness evaluation. Establish and improve the evaluation and assessment system that guides the all-round development of students' moral, intellectual, physical, and aesthetic work, and resolutely overcome the short-sighted behavior and utilitarian tendency in students' learning. Strict academic standards, deepen the reform of the examination enrollment system, and improve the process evaluation methods for students. By building an evaluation system for schools, teachers, and students to classify guidance and school scientific development, we will lay a foundation for running an education that satisfies the people.

Fourth, it is necessary to improve and innovate the work methods of core value education. Young people are always on the Internet. Whoever wins the network wins the youth. In the new era, the environment, the objects faced, and the carriers used in core values education work are all constantly changing; in this environment, in order to achieve practical results, it is necessary to be good at using new social media technology to put core values education work online, promote a high degree of integration of the traditional advantages of ideological and political work with the

advantages of information technology, and enhance the sense of the times and attractiveness of core values education work. To constantly reform and innovate its work methods, we must follow the laws governing ideological and political work, teaching and educating people, and the growth of students. We should continue to use good methods, improve old methods, and explore new methods. The work should be adapted to events, advance on the basis of the times, and be new accordance with the situation, and persistently ensure that education is taught according to aptitude, local conditions, and time conditions. It is necessary to strengthen the study of the reception characteristics of students' cognitive laws and give full play to the role of students as the main body. Constantly enhance the affinity, ideologicity, theory, and pertinence of ideological and political work.

Fifth, strengthen the building of the core value education work force. Education is a cause of "benevolence and love for others", and only with love can we have responsibility. Further reform teacher evaluation. Properly perform the teaching duties in the evaluation of core values education work, regard cultivation, guidance, and concern for and help students grow as important contents of evaluation, and take the performance of functions and serving high-quality economic and social development as important indicators of evaluation. Good schools have their own characteristics, but they all have a common characteristic, and they all have an excellent teaching staff. To cultivate socialist builders and successors, it is urgent for our teachers to not only be proficient in professional knowledge and be good "learned teachers", but also cultivate virtue and become "moral teachers", and strive to be unifiers of "learned teachers" and "moral teachers" who are proficient in "preaching, teaching, and solving confusion". The majority of teachers should strictly implement requirements and love blending with each other, improve themselves, and cultivate students., care for students' hearts with personality charm, open students' wisdom with academic achievements, pour their warmth and emotions into every student, let every student grow up healthily, and let every child have the opportunity to shine in life. Teachers should have the consciousness of being a good man and a model for the world, constantly improve their own moral accomplishment, influence and drive students with exemplary behavior, be a role model who is respected by society and followed in the world for students to learn to handle affairs and behave.

5. Conclusion

National leader pointed out that "the due status and scientific evaluation system of moral education and quality education have not been truly established. This is an old and difficult problem that must be solved. The state have always attached importance to core values education, and therefore, in the long-term teaching practice, China's core values education work has also formed many good work experiences and understanding of regularity. This has laid a solid foundation for the innovative development of core values education in colleges and universities in the new era. Carrying on the past and forging ahead into the future, combined with the development characteristics of the times, the general trend of China's reform, and the development practice of core values education in colleges and universities, core values education in colleges and universities in the new era is facing the important task of keeping integrity and innovation. In the face of the modernization of China's higher education in the new era and the important task of keeping integrity and innovation in core values education, the work of core values education in colleges and universities needs to further deepen important issues such as "how to keep integrity and innovation" and "how to evaluate". On this basis, we should scientifically grasp the development trend and push the work to a new height in the new era.

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