

# *Practice Path of Cultivating Healthy Social Psychology of College Students—Based on the Perspective of Socialist Core Values Education in the Media*

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**Keywords:** Education of socialist core values; Network from the media; Healthy social mentality; Practical path

**Abstract:** Network Since the media era, the study and life of college students who have been exposed to network infection for a long time are becoming increasingly networked, so it is necessary to pay special attention to the guidance and cultivation of college students' healthy social mentality. Exploring how to enrich the education of college students' socialist core values with the help of the network from the media has become a new era topic of ideological and political work in colleges and universities. This study attempts to clarify the internal logical relationship between healthy social mentality and socialist core values. Based on the analysis of four realistic representations of the influence of the development of network from the media on the negative social mentality of college students, it puts forward educational guidance from strengthening the unity of family, school and society. Starting from four aspects, such as the institutional guarantee of the long-term mechanism for cultivating college students' healthy social mentality, we should take root in the soil of socialist core values, consolidate the foundation for cultivating students' healthy social mentality and cultivate healthy social mentality.

## **1. Introduction**

Based on the mobile Internet, the mobile media represented by social entertainment applications such as Tik Tok, Weibo, bilibili and Xiaohongshu is booming, and the networking trend of college students' daily life style is becoming increasingly obvious, which constantly impacts, embeds and reshapes the study life of contemporary college students. The online media has gradually become an important media force to shape and cultivate college students' values and social mentality. As a new network communication medium, self-media has outstanding characteristics of personalization, privatization and autonomy. The transformation of network from the media has a profound impact on college students' social mentality. Since the media has a strong tendency of personal choice, college students who have been exposed to the network infection environment for a long time urgently need to nourish and cultivate a healthy social mentality with socialist core values. Under the new situation, it is of great theoretical value and practical significance to play the role of socialist core values in leading college students to cultivate a healthy social mentality and explore practical paths<sup>[1]</sup>.

## **2. The Internal Logical Relationship between Healthy Social Mentality and Socialist Core Values**

Social mentality refers to the sum of social emotions, social cognition, social values and social behavior intentions that generally exist in the hearts of the broad masses of people at a certain stage of social development, reflecting the emotional value demands of social groups. Having a healthy social mentality is not only conducive to the growth of individuals, but also related to the progress and development of the country and the nation. The Present General Secretary pointed out in the party's Report to the 20th CPC National Congress: "Socialist core values are a powerful force to unite people's hearts and gather people's strength to integrate socialist core values into the rule of law, social development and daily life." Socialist core values reflect the common will of society to be good in the new era. To sum up, it is not difficult to find that both socialist core values and social mentality are some kind of community consciousness that came into being by specific historical culture and lifestyle.

### **2.1 The Rational Consciousness of the Value of a Healthy Social Mentality Stems from the Socialist Core Values**

The core values of the whole society are the theoretical rise and spontaneous condensation of consciousness, life consciousness and practice consciousness in social mentality. The dynamics, clustering and complexity of social mentality have been effectively gathered and disciplined, and the socialist core values have a distinct value position, which plays a leading and dynamic role in regulating social mentality, gives full play to the greatest common denominator of social community consciousness, and promotes social mentality to continuously show its value rationality and self-consciousness under the new situation. Returning to the continuous process of cultivating college students' healthy social mentality and leading college students' healthy social mentality under the new situation with socialist core values is an important practical issue to change and improve the negative mentality and social behavior anomie<sup>[2]</sup> of young college students, and it is also the proper meaning of socialist core values in cultivating healthy social mentality.

### **2.2 The Practical Medium of Socialist Core Values is a Healthy Social Mentality**

Practice is the only criterion to test the truth, and it is also an important source of motivation for the generation of theory. Correspondingly, scientific and effective theories are also feeding back and guiding practice. In a sense, the socialist core values are not only a theoretical system, but also a practical orientation. If we want to achieve the effective feedback from theory to practice, we must constantly push the theoretical system to the real life through certain media links, so as to truly realize the scientific theoretical system rooted in the daily life of social groups. One of the practical breakthrough points is the cultivation of a healthy social mentality. In the process of numerous social practices, the practical media in which socialist core values are integrated into people's daily lives cannot be separated from a healthy social mentality. Returning to the task of cultivating college students' healthy social mentality in colleges and universities will inevitably lead them away from the leading role of socialist core values<sup>[3]</sup>.

### **2.3 A Healthy Social Mentality and Socialist Core Values Go Hand in Hand in Practice**

Socialist core values were born from Socialism with Chinese characteristics's great practice, and the life practice of the public is the fertile soil brewed by social mentality. Both of them belong to the level of social consciousness and are determined by social existence. Under the new situation,

people's daily life practice is the material premise for social mentality and socialist core values to share the same fate.

Thus, the socialist core values can continuously lead the occurrence and development of a healthy social mentality. Similarly, a healthy social mentality is constantly shaping the values of the broad masses of the people, so that the socialist core values can enter the minds of the broad masses of the people in their production and life practice. The development trend of the two is the logical connection of the same direction and the same frequency resonance. Therefore, exploring the practical context of socialist core values in leading the cultivation of college students' healthy social mentality in the era of self-media is not only an inevitable requirement for the theoretical development to reach a certain stage, but also driven by the realistic mission of ideological and political workers in colleges and universities to strengthen and improve college students' ideological and political education under the background of the vigorous development of the network from the media.

### **3. Realistic Representation of the Influence of the Development of Network from the Media on College Students' Negative Social Mentality**

At present, the overall social mentality is relatively stable, maintaining a good positive trend, and college students show self-esteem, self-confidence, rationality, peace and positive social mentality. The network trend of college students' daily life style is becoming increasingly obvious, which constantly impacts, embeds and reshapes the study life of contemporary college students. The network has gradually become an important media force to shape and cultivate college students' values and social mentality from the media. While affirming some positive trends brought by the network from the media, we also found many factors, such as network information dissemination, diversified social values and cultural differences, which led to some negative social mentality continuously impacting the construction of college students' social mentality and interfering with the shaping of values and action choices of college students to some extent.

#### **3.1 The Lack of Rational Cognition: The Elimination of Subjectivity Promotes Anxiety.**

Since the media age, browsing Weibo, Tik Tok, Zhihu, Douban, Xiaohongshu and other mobile apps has become an indispensable "happy meal" for college students. Young college students who shoulder the heavy responsibility of the great rejuvenation of the Chinese nation are immersed in the "gluttonous feast" of online media, and gradually lose their sense of autonomy. In the fragmented network information, wrapped in overload and useless content, the individual's independent thinking ability degenerates, the relationship between individuals and others, and the real society is slowly virtualized, and the connection is weak, which leads to the continuous weakening of interpersonal communication ability. In addition, the competitive pressure in the real society is great, and one day we must face the real social environment, from the campus greenhouse to the social icehouse, and we have already developed anxious personality before leaving the campus. Being in a sub-health state for a long time will lead to the breeding and spread of impetuous atmosphere and anxiety. At present, the "roll" culture and "mourning" culture prevailing in colleges and universities are inseparable from the subjective elimination brought by the network from the media.

#### **3.2 Collective Emotional Transient: Emotional Sensibility Induced by Fragmented Information**

Fragmented network information is always impacting the emotional experience of netizens, and

everyone can feel the joys and sorrows of the same social event at the same time on the mobile side. You can comment on every social issue unscrupulously, and "cyber violence" incidents occur from time to time<sup>[4]</sup>. Some college students lack rational thinking and in-depth analysis of some social phenomena, and are easily misled and "rhythmic" in value judgment. Especially in the face of some unreasonable social phenomena and social hot topics, college students can quickly find "like-minded people" from the media on campus and on the Internet. Instantaneous emotional outbursts turn them into "keyboard men", ignoring the integrity of information disclosure and standing on the "moral commanding heights" for no reason, which greatly damages the social image of college students and spreads negative social energy, which goes against the construction of rational, peaceful and healthy social mentality.

### **3.3 Distortion of Values: Egoism Weakens the Collective Concept.**

With China's reform and opening up, while the capital market is booming, the logic behind it is also promoting the transformation of social concepts and affecting the mentality of the public, and it is no exception for young college students. The utilitarian mentality of the market economy, coupled with the constant exaggeration of public opinion media generated by the development of the network from the media, has impacted the value orientation of some college students, and their mentality tends to be restless and unbalanced. Adhering to the life creed of "thinking when you are ideal" and taking part in class and other collective activities at school, many students are reluctant to take part in some activities in the process of "bargaining" on the condition of "taking the comprehensive test" and "offering two courses". The utilitarian mentality of egoism has gradually become a social mentality, spreading to every corner of social life, and even implanted in the depths of some people's consciousness. Such an exquisite egoist mentality is constantly splitting the horizons and patterns of college students in the new era, and it will also limit their growth and success in their future life.

### **3.4 Extreme Behavior Intention: Depression Drives Apathy and Decadence.**

Colleges and universities are the pillars of the motherland who have cultivated generations of ideals, beliefs, culture and skills<sup>[5]</sup>. However, under the era of network media, there are also a few depressed college students. Frustrated by the reality of "rolling but not moving", I simply chose "lying flat" to waste my college time. In my study and life, I show the indifferent and decadent trend of "indifferent" and "muddling along". I just don't want to get into trouble by participating in group activities, and I lie in the dormitory every day to enjoy the sensory stimulation of online self-media content production. Rationally speaking, calming the mind does help to release pressure and adjust emotions, but it can easily lead to students losing their ideals and beliefs and ignoring their responsibilities. This kind of dance academy, being at the mercy of life attitude, is quite different from the goal of cultivating the younger generation who can shoulder the heavy responsibility of national rejuvenation, and it is even very easy to act against social public order and good customs on impulse, endangering social security and stability.

## **4. The Practical Focus of Cultivating College Students' Healthy Social Mentality from the Socialist Core Values in the Media Era**

Since the media era, the network has continuously played the leading role of socialist core values and vigorously cultivated college students' healthy social mentality. It is necessary to always focus on cultivating new people in the era who are worthy of national rejuvenation. Taking "moral education" as the fundamental task, we should give full play to the advantages of network education,

take root in the soil of socialist core values, consolidate the foundation for cultivating students' healthy social mentality, and guide college students to form a healthy and positive social mentality.

#### **4.1 Education Guidance: to Enhance the Unity of Home, School and Society in All-Round Educational Efforts.**

The cultivation of college students' healthy social mentality in the media era is not only the responsibility of colleges and universities, but also the collaborative efforts of families, schools and society to promote the daily concretization and visualization of socialist core values. In terms of family education, good family style and family education have the guiding role of "moistening things quietly" for children and buttoning the first button of life. Family can cultivate children from the four concepts of "civilization, harmony, honesty and friendliness" in the socialist core values, helping children to develop a sound personality and cultivate good qualities such as independent thinking ability, social responsibility awareness and courtesy. In terms of school education, the values of honesty, democracy and civilization are implanted into the school's notices and arrangements from the moment college students enter school, and the value pursuit of equality, justice and the rule of law is implemented in the aspects of college students' evaluation and promotion to join the party; Infiltrate the values of honesty and friendliness into students' daily affairs management. In social education, young college students are given more opportunities to participate in social practice and volunteer service, and face the society with a broader vision and pattern<sup>[6]</sup>.

#### **4.2 Cultural Influence: Creating High-quality Content to Cultivate College Students' Healthy Social Mentality**

Core values are regarded as the soul of cultural soft power, and it is also the primary place of cultural soft power construction. Entering the era of online media, the dazzling online entertainment culture can easily attract the attention of young college students, and cultivating college students' healthy social mentality must be combined with the outstanding characteristics of current social and cultural construction. Based on the value advantage of socialist core values, we should take the initiative to occupy the campus and lead the highland to "educate people with culture and literature " from the media value, actively explore excellent Chinese traditional culture<sup>[7]</sup>, build a strong position of online education, open an official account of campus new media, produce and create excellent campus cultural stories online, take advanced socialist culture as the background of education, create high-quality online content that young college students like, strive to enter the hearts of college students, enrich their youth background with high-quality online culture, and further enhance their cultural confidence and cultural consciousness.

#### **4.3 Upervision by Public Opinion: Create a Clean and Upright Atmosphere of Online Education from the Media.**

The Party's Report to the 20th CPC National Congress also clearly stated that it is necessary to continuously promote the construction of all-media communication system and strive to create a new pattern of mainstream public opinion. Since the advent of the media era, every individual can be a collector and sharer of information, which makes individuals more free and puts forward more requirements for the degree of self-discipline of individuals. The "freedom" emphasized in the socialist core values is by no means an absolute freedom that transcends the overall interests of society, but a freedom that must be bound by legal and moral norms and whose rights and obligations are relatively equal. At present, the cultural communication of the network from the media has a strong spontaneous, random and fragmented information dissemination trend, which

makes it difficult to reverse the network infection of college students' social mentality. It is urgent to cultivate the ideological and moral character of young college students with the socialist core values, which is the spiritual bond and ideological and moral foundation of broad social consensus. Based on this, it is necessary to strengthen the supervision of public opinion on the internet from the media. While creating high-quality content to ensure the supply of healthy content from the media, it is also necessary to pay close attention to the trend of public opinion on the internet and pay attention to creating and maintaining a clean and upright atmosphere for educating people from the media.

#### **4.4 System Guarantee: Building a Long-term Mechanism to Cultivate College Students' Healthy Social Mentality.**

Advocating "equality" in the socialist core values is equality that pays attention to both efficiency and fairness, aiming at everyone in society to fulfill their social obligations and exercise their rights fairly. The cultivation of college students' healthy mentality in the network media era must have a sound and stable long-term mechanism to ensure that the collective consensus of cultivating healthy social mentality can last for a long time. The system guarantee can usually be regarded as the top-level design. The implementation of the system is an important way for the socialist core values to be deeply rooted in the hearts of the people and achieve the goal of educating people, and it is also the key guarantee for the core values to be seen in practice. The development of the Internet from the media has penetrated into all aspects of college students' study and life, and the Internet is not a place beyond the law. It is necessary to become a cognitive consensus of college students to consciously create a good network culture. Whether it is the institutional system for improving the quality of college training at the policy level or the comprehensive quality evaluation system and student handbook for college students' healthy life and growth, the socialist core values must be fully reflected in the implementation of various systems, so that students can truly accept it from the heart, change from policy system recognition to internal psychological recognition, and finally act recognition.

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