

Study on the Influence of Contemporary Western Social Trend on Chinese College Students and Its Resolution Path

Zhang Xi

Yangtze University, Jingzhou, Hubei, 434020, China

Keywords: Western social thoughts, College students, Affect

Abstract: With the deepening of China's reform and opening-up and the increasing development of globalization, the influence of western social thoughts on Chinese college students is deepening day by day, among which the influential social thoughts are neo-liberalism, democratic socialism, post-modernism and consumerism. These thoughts not only have a positive impact on the growth of college students, but also have a great negative impact. It shakes college students' belief in Marxism, distorts their values and reduces the effectiveness of ideological and political education. Therefore, it is necessary to give full play to the guiding role of new media and correctly interpret contemporary western social thoughts; Take socialist values as the core and actively lead social thoughts; Pay attention to the practical interests of college students and improve the effectiveness of ideological and political education, and make efforts to eliminate the negative impact of western social thoughts.

1. Introduction

With the rapid development of economic globalization, not only the economic and political ties between countries have become increasingly close, but also the cultural markets of various countries have been opened to each other, and cultural exports to other countries have been stepped up. Especially with the further deepening of China's opening to the outside world, all kinds of western social thoughts are flooding into China, which increasingly permeates and influences people's ideas and social lifestyles. For college students, their world outlook, outlook on life and values are not fully formed, and they are easily influenced and misled by some negative western social thoughts. Therefore, we must face up to the dual influences of contemporary western social thoughts on Chinese college students. On the basis of strengthening ideological and political education, we should actively lead social thoughts and weaken the negative influence of western social thoughts [1].

2. Main Western Social Thoughts Affecting Contemporary College Students

There are many definitions of social thoughts, and there is no fixed authority in academic circles. Generally speaking, it refers to the ideological system that reflects the interests and demands of a certain class, stratum or social group in a specific historical environment or a certain historical period, and has a wide influence on the society with a certain theory as the carrier. There are many schools of

thought in contemporary western society, and their contents are complex. From the theoretical basis of the discipline, it involves philosophy, politics, economics, psychology, religion and many other fields. From the scale of social thoughts, it can be divided into the largest social thoughts, large social thoughts and medium social thoughts. In terms of specific categories, there are democratic socialism, neo-conservatism, post-modernism, neo-liberalism, consumerism, existentialism, western Marxism and so on. These western social thoughts spread widely and quickly in the context of globalization, and have exerted profound and realistic influences on China's politics, economy, culture and other fields. Among all kinds of western social thoughts, neo-liberalism, democratic socialism, post-modernism and consumerism have far-reaching influence on young college students in China.

2.1 Neo-Liberalism

Neo-liberalism emerged in the developed capitalist countries in 1930s. "It is an economic trend of thought that defends capitalism in the name of 'laissez-faire' and is a modern replica of classical economic liberalism". Its core views mainly have two aspects [2]. First, in terms of economic theory, it advocates privatization and marketization, and completely denies public ownership; Second, advocating freedom, democracy and human rights in political theory. Neo-liberalism advocates copying the western economic model and implementing the "free market economy". It believes that individuality, freedom and happiness in modern society are suppressed by the rational world with the characteristics of social division of labor and bureaucratic organization, thus resolutely opposing the restraint of rationality and authority and unilaterally advocating individual autonomy.

2.2 Ideological Trend of Democratic Socialism

The socialist ideological trend originated in the middle and late 19th century and is a bourgeois reformist ideological trend. It advocates a diversified and multi-party system in the political system; In the economic system, we should implement a mixed economic model and promote economic diversification. Democracy always insists on criticizing capitalism, which helps college students to know the essence of capitalism more clearly. Secondly, some social principles advocated by democratic socialism have played a positive role in easing the contradiction between labor and capital and improving the living conditions of the working class and the people at the bottom. However, after all, democratic socialism is an ideological system that pursues reformism. It not only criticizes the capitalist system that exists in reality, but also avoids touching the bottom line of the capitalist system, that is, it opposes reforming the capitalist system by revolutionary means. Therefore, the ideological trend of democratic socialism still belongs to bourgeois ideology, which inevitably has certain negativity and limitations. At present, the guiding ideology of some college students is diversified, and reformism and pragmatism are on the rise, which is influenced by the ideological trend of democratic socialism.

2.3 Post-Modernism

Postmodernism, which emerged in the western society in 1960s, is a criticism and reflection on the society, rationality, science and philosophy at that time. Postmodernism adheres to the criticism of philosophy, criticizes the metaphysical way of thinking and opposes the all-encompassing modern world outlook. It is a theoretical reflection on the development of capitalist society itself and a profound theoretical reflection on the development of western philosophy, which marks an important turn of philosophical development. Postmodernism has not only triggered the reflection and criticism of the modernity we are proud of and the closely related way of thinking, but more importantly, it has also triggered the deep anxiety of human beings about their own future and

destiny, which has led to an unprecedented movement to shape and construct a new and more purposeful postmodern world. However, the view of history is easy to slip into historical nihilism, and the skepticism and nihilism it preaches seriously impact on college students' ideals, beliefs and moral pursuit, taking extreme individualism and egoism as their philosophy of life, which leads to the distortion and imbalance of college students' values.

2.4 Consumerism

Consumerism refers to a kind of popular value concept in western developed countries, with the United States as the main representative, and the behavior practice under the domination of this value concept. Stimulated by modern science and technology and advertising media, people have gradually formed the consumption concept and way of pursuing respectability, stressing enjoyment, advocating luxury and pursuing perfection. Consumerism pursues excessive possession and consumption, putting individualism and pleasure first. Therefore, consumption is no longer a means, but an end, in order to pursue the satisfaction of stimulated desires. What people consume is no longer the use value of goods and services, but their symbolic meaning, that is, the concept of “symbolic consumption”. Meaning has replaced use value as the most important factor of culture, and the value of symbol itself is more important to show off meaning. Consumerism advocates that these consumption ideas have great influence on college students in material life and spiritual thought, such as early consumption, excessive consumption and extravagant consumption. Even some college students spend a lot of time and energy on endless satisfaction of material desires and infinite fascination with “symbol consumption”, which affects their studies.

3. The Dual Influence of Contemporary Western Social Thoughts on Chinese College Students

Marxism holds that everything is contradictory and has two sides. Western ideological trend is a double-edged sword. On the one hand, western social thoughts are particularly positive and reasonable factors, which have played a role in promoting social development. On the other hand, there are many aspects of western social thoughts that are incompatible with Chinese society. Therefore, in the face of various complicated social trends of thought, contemporary college students should adopt a dialectical attitude, absorb their positive factors and eliminate negative ones.

3.1 The Positive Influence of Contemporary Western Social Thoughts on College Students

1) Enrich knowledge and strengthen understanding of western society. Engels once said, “The theoretical thinking of every era, and thus the theoretical thinking of our time, is a product of history. It has completely different forms and contents in different times.” Western social ideological trend is also the product of a fixed historical period of western society[3]. Social ideological trends in different historical periods have different contents and characteristics. By studying the ideological trend of western society, we can see the essence of western society through phenomena, and we can better understand the historical situation of western society. Moreover, the ideological trend of western society involves many fields, including not only the political field, the economic field, but also the educational field, the religious field, the philosophical field and so on.

2) Promote thinking and improve the ability of analysis and judgment. China is a socialist country with Marxism as its guiding ideology. But that doesn't mean we don't need to learn other schools of thought. For college students on campus, when accepting different social thoughts, through analysis and identification, they can more clearly realize that all theoretical policies of the party are in line with the development trend of the times. Therefore, the spread of western social thoughts has important positive significance for college students to think rationally and better

understand and accept Marxism through the comparison of various thoughts [4-5].

3) Pay attention to current events and establish an international vision. Many theories in contemporary western social thoughts are aimed at the practical problems existing in the process of global modernization, which contain the contents closely related to reality and our life. In the complex competition conflict of diverse western social thoughts, college students should not only see the scientific nature of various social thoughts in the process of global modernization, but also realize the factors of cultural infiltration and firmly grasp the excellent Chinese traditional culture. Many western social trends of thought conflict with Chinese culture, but they have their reasonable and positive side. How to find the balance between western culture and Chinese culture in the conflict, and integrate Chinese traditional culture into western social thoughts? This is also a question that contemporary college students should think about. The exploration of these problems is conducive to cultivating college students' international vision of facing the world, better establishing correct subjective consciousness, and thus better investing in China's modernization drive [6].

3.2 The Negative Influence of Contemporary Western Social Thoughts on College Students

College students are in an important period of forming their outlook on life, world outlook and values, and they still don't have accurate judgment and choice ability. Therefore, in the face of mixed western social thoughts, many college students can't judge and screen, and are easily eroded by bad social thoughts. The negative influence of contemporary western social thoughts on college students is mainly manifested in the following aspects:

1) Shake college students' belief in Marxism. We affirm the diversity of social consciousness, accept the mutual absorption and integration of ideas and cultures between different countries, and at the same time encourage a hundred flowers to blossom and a hundred schools of thought to contend in the literary and art circles. But this does not mean to cancel or weaken the guiding position of Marxism. China has always adhered to the guiding position of Marxism. However, many western social trends of thought support the diversification of guiding ideology. Therefore, many western social thoughts propagate “the outdated theory of Marxism” and “the diversification of guiding ideology”.

2) Distorting college students' values. College students' values are still in an unstable state, and they are easily influenced by external thoughts. However, some negative and decadent things such as egoism and hedonism contained in western thoughts will have a significant negative impact on the formation of college students' values and the establishment of their life goals. For example, liberalism advocates individual freedom and belittles collectivism which has always been believed in our traditional culture; Utilitarianism emphasizes the supremacy of personal interests, while ignoring the reasonable interests of others; Hedonism pays attention to personal material enjoyment, while neglecting social responsibility. Influenced by these unhealthy thoughts, some students are addicted to the pursuit of money in the tide of market economy, and the phenomenon of money worship appears; Under the influence of liberalism, some students are addicted to the pursuit of material desires and stimulation. All these have hindered the healthy development of college students' hearts, caused them to be confused about their values, and thus formed distorted values [7].

3) It reduces the effectiveness of college students' ideological and political education. Carrying out ideological and political education among college students is an important part of moral education, which helps to mention the ideological and moral quality of college students. However, with the spread of western social thoughts on campus, the difficulty of ideological and political education has increased to some extent. From the students' point of view, western social thoughts

with realistic interests seem to be more in line with their ideas. Therefore, some college students have found their self-righteous “guiding ideology” in the western social thoughts, and they resist ideological and political education from their hearts and even actions. On the other hand, for ideological and political education workers, due to the influence of western social thoughts, their recognition and sense of responsibility for ideological and political education have been reduced or reduced. From these two angles, the spread of western social thoughts is not conducive to the development of ideological and political work, which greatly reduces the effectiveness of ideological and political education for college students [7].

4. The Elimination of the Negative Influence of Contemporary Western Social Thoughts

Obviously, western social thoughts have an erosion effect on the healthy growth of college students, which is a problem that must be faced squarely. Faced with the impact of diversified western social thoughts on college students' ideological field, we should attach great importance to it and strengthen guidance, and take measures from various aspects to try to eliminate the negative impact of contemporary western social thoughts.

4.1 Give Full Play to the Guiding Role of New Media and Correctly Interpret the Ideological Trend of Contemporary Western Society

The spread of western social thoughts has become a prairie fire. However, when we treat western social thoughts, we can neither regard them as a scourge, isolate them blindly, nor turn a blind eye to them and let them go. On the contrary, we can make use of new media, turn disadvantages into advantages, and actively play the guiding role of new media. First of all, we should thoroughly study the main contemporary western social thoughts, analyze the basic trend of western social thoughts, correctly judge their basic attributes, and face up to the social problems reflected by western social thoughts. In this way, we can face the advantages and disadvantages of western social thoughts soberly, take the essence and discard the dross. Secondly, based on the correct interpretation of western social thoughts, we should use new media to create a good public opinion environment. Nowadays, the life of college students has been occupied by the internet, and the information spread by new media can be received by college students at the first time. This subtle influence is more influential than oral preaching. Finally, the western social thoughts are introduced into the classroom to help college students fully understand their historical background, theoretical roots and essential attributes. Aiming at the common misunderstandings and distortions of college students, correct them in time, and help them reshape their correct values and outlook on life in a scientific way [8].

4.2 Take Socialist Values as the Core and Actively Lead the Social Trend of Thought

The report of the 18th National Congress of the Communist Party of China pointed out: “It is necessary to carry out in-depth study and education of the socialist core value system, and use it to lead social thoughts and build social consensus.” “Advocate prosperity, democracy, civilization and harmony, freedom, equality, justice and the rule of law, patriotism, dedication, honesty and friendliness, and actively cultivate socialist core values.” This is of great significance for coping with the impact and challenge of western values and leading the social ideological trend. Socialist core values are concise expressions of socialist core value system. It is rich in content, rooted in the deep soil of Chinese traditional culture and embodies the spirit of the times. For college students, setting up the socialist core values can keep a clear head in the numerous ideological trends, guide and coordinate the all-round and healthy development of body and mind, and find the correct life direction and value. The cultivation of college students' socialist core values can't just be an armchair

strategist, but it must be deeply rooted in the hearts of the people in order to resist the invasion of western social thoughts.

4.3 Pay Attention to the Practical Interests of College Students and Improve the Effectiveness of Ideological and Political Education

Marx clearly pointed out: “once' thoughts' leave' interests', they will make a fool of themselves.” Indeed, the reason why the ideological trend of western society is widely spread among college students and has far-reaching influence is that some western societies conform to the realistic interests of current college students. If we don't consider the actual needs and difficulties of college students, ideological and political education can only stay at the level of empty preaching forever. Thus, the effectiveness of ideological and political education cannot be improved, and it is difficult for college students to form correct values, thus improving their ability to identify western social thoughts. Therefore, the ideological and political education of college students should pay attention to their interest demands and value aspirations, pay attention to their interests and answer their psychological doubts. Only when the educational content really fits the inner thoughts of college students, and the content of ideological and political education meets the psychological needs of college students, can the practical significance of ideological and political education be really improved. At the same time, ideological and political education should change its serious and unsmiling face, and be good at using various ways flexibly to enhance the richness and vividness of ideological and political education. In a word, only when the interests of college students are no small matter, and they are truly cared for, maintained and realized, can college students truly accept and agree with the values advocated by ideological and political education, and can they consciously resist or give up the influence of various wrong or backward western social thoughts.

5. Conclusion

To sum up, the negative impact of western social thoughts on the growth of college students cannot be ignored. In the work of ideological and political education in colleges and universities, we should face up to the negative influence of western social thoughts, from giving full play to the guiding role of new media to actively leading social thoughts, from paying attention to the actual interests of college students to improving the effectiveness of ideological and political education, and so on.

References

- [1] Hu Jintao. *Steadily advance along the road of socialism with Chinese characteristics and strive for building a well-off society in an all-round way-report at the 18th National Congress of the Communist Party of China* [N]. *Guangming Daily*, 2012-11-18(4).
- [2] Duan Zhongqiao. *Contemporary foreign social thoughts* [M]. Beijing: China Renmin University Press, 2011.
- [3] Lin Bohai, editor-in-chief. *Contemporary Western Social Thoughts and Youth Education* [M]. Chengdu: Southwest Jiaotong University Press, 2011.
- [4] Yang Chao, Chen Chunyan. *From the perspective of developing ideological and political education, the influence of contemporary western social thoughts on college students* [J]. *Intelligence*, 2016(1):12-19.
- [5] She Shuanghao. *Research on the influence of social thoughts on the formation of college students' core values* [J]. *Ideological Education Research*, 2011, (6):21-26.
- [6] Chen Hong, Zhang Fuhong. *Western social thoughts and education of college students' socialist core values* [J]. *Research on Ideological and Political Education*, 2014(1):55-59.
- [7] Zhang Jun. *Analysis of the influence of contemporary western social thoughts on Chinese college students* [J]. *School Party Building and Ideological Education*, 2014, (9):89-93.
- [8] Miao Guohou. *Analysis of how college students' ideological and political education responds to the influence of western social thoughts* [J]. *School Party Building and Ideological Education*, 2015, (22): 89.