

Research on the Innovation of College Students' Collectivism Education in the New Era

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Abstract: As an important base for cultivating high-level talents, colleges and universities have the responsibility to carry out systematic collectivism education for college students in the new era, guide young college students to cultivate collectivism emotion, form collectivism behavior habits and establish collectivism values. However, college students' collectivism education is still facing many challenges, such as economic globalization, value diversification, ideological complexity and sharp contradictions. It is necessary to carry out educational innovation from the dimensions of theory, practice, emotion and method, so as to achieve better educational results and meet the requirements of talent training in Colleges and universities in the new stage and new tasks.

1. Introduction

Collectivism is the basic principle of socialist morality in China, the code of conduct to adjust and deal with the relationship between individual and collective, individual and society, and also the core value concept of socialism. In his report to the 19th CPC National Congress, He pointed out that we should strengthen ideological and moral construction and strengthen collectivism education.^[1]Colleges and universities as an important base of cultivating high-level talents, shoulder the important mission of cultivating qualified talents for the cause of socialism with Chinese characteristics, has the responsibility to have the obligation to all college students system of collectivism education, purposefully guide young college students cultivate collectivism emotion, practice the collectivism code of conduct, establish the collectivism values, consciously become the new era needs talent. However, at present, there are still various complex social contradictions and problems in China, and the collectivism education of college students is still faced with many challenges, such as economic globalization, social informatization, value diversification, complicated trend of thought and acute contradictions. How to innovate the collectivism education of college students under the new situation is of great significance to improve the quality of talent training and implement the fundamental task of cultivating people by virtue.

2. The significance of collectivism education in college students in the new era

2.1 The need to train new people to shoulder the responsibility of national rejuvenation

To realize the great rejuvenation of the Chinese nation is the greatest dream of the Chinese nation since modern times.^[2]To realize our great dream requires a large number of young talents with

ideals, skills and responsibility. Colleges and universities are the cradle for the growth and development of young people. Carrying out collectivist education in colleges and universities is helpful to cultivate college students' sense of social responsibility, national responsibility spirit and patriotism, and help enhance college students' "four confidences" in socialism with Chinese characteristics, and guide the vast number of young people to more consciously adhere to the Chinese path, promote the Chinese spirit, gather Chinese strength, and contribute youthful strength on the road to realizing the great rejuvenation of the Chinese nation.

2.2 The need to cultivate and practice core socialist values

The ideological and political quality and value choice of college students in the new era are related to the future of the country, the destiny of the nation and the happiness of the people. However, the current thoughts of college students are suffering from the serious interference of the adverse environment at home and abroad, so we must pay enough attention to them. From the perspective of foreign environment, the values of college students, the profound changes of economic system and the accelerated transformation of social development have a great influence on the values of college students. Collectivism education for college students is an effective way for colleges and universities to resist external interference, cultivate and practice the core socialist values, and educate people. It helps college students to correctly understand the relationship between the individual and the collective, the relationship between self-worth and social value in life, and help college students learn to grow and develop in the collective, unify their own development with social development, and let their youthful dreams fly in the great practice of realizing the Chinese dream.

2.3 The need to maintain the ideological security in colleges and universities

To build a socialist colleges and universities with Chinese characteristics, we must firmly grasp the ideological leadership of colleges and universities.^[3]Collectivism is a value standard reflecting socialist morality rooted on the basis of socialist public ownership. It has the essential attribute of socialist ideology. It is an important part of the socialist ideology system in China and occupies an important position in the field of ideology, politics and culture. Therefore, collectivism education for college students is not only an education in socialist moral values and values, but also an education in socialist ideology. It is an important means and powerful weapon for colleges and universities to adhere to the guiding ideology of Marxism and safeguard ideological security. It has important practical significance for guiding college students to establish correct political views, national views, and national views, and helps college students make correct judgments in complex ideological struggles.

2.4 Regulating the needs for the healthy development of the socialist market economy

Under the socialist market economy system, the market plays a decisive role in resource allocation. However, market economy is a mature economic operation mode formed and mature in the western capitalist system, which contains the principle of individualism value, which is fundamentally opposite to collectivism, and makes the socialist market economy have insurmountable drawbacks. Under the condition of socialist market economy, if individualism is not controlled and guided, then individualism will continuously erode the socialist moral principles and value standards; if each market subject pursues the maximization of individual interests according to the principle of individualism, then the market behavior that damages the interests of others and the public interests will constantly appear, and the healthy operation of the socialist market

economy will be seriously threatened. As a socialist code of conduct, collectivism emphasizes that collective interests are higher than individual interests, and its embedded values such as altruism, dedication and sacrifice help to overcome the disadvantages of individualism in the market economy and eliminate the negative effects of western thoughts such as egoism, money worship, hedonism and nihilism. To carry out collectivism education in colleges and universities is to cultivate the collectivism concept of college students. After entering the society, they can consciously engage in market activities according to the requirements of collectivism and consciously maintain the healthy and orderly operation of the socialist market economy.

2.5 To ensure the needs of the physical and mental health development of college students

Collectivism education is a realistic need to improve the ideological realm of college students and maintain their physical and mental health. Throughout the increasing number of suicide and poisoning cases in colleges and universities in recent years, from the perspective of values, they are actually tragedies caused by extreme individualism and egoism. To carry out collectivism education in colleges and universities is to guide college students to actively participate in collective activities in behavior, seek a sense of collective belonging in psychology, recognize the social value of life in the sense, reduce the pessimism and despair caused by personal setbacks and failures, and reduce the occurrence of campus tragedies. If college students can continuously obtain the support of collectivism values in the process of life practice, their spiritual world will become more and more fulfilling, rational, mature, confident, and full of positive energy of youth. Collectivism education is of great significance for college students to scientifically understand the significance of life value, overcome pessimism, maintain mental health, and form a healthy personality.

3. Problems and causes of collectivism education in college students in the new era

3.1 Problems existing in the collectivism education of college students

1) College students are not highly with collectivism education."There are some problems in collectivism education, such as vague consciousness, the fading sense of traditional collective dependence, the lack of hierarchy of educational content, and the lack of practical educational methods."^[3]Some college students have a weak concept of collectivism, lack a comprehensive and systematic understanding and grasp of collectivism, and the degree of recognition is not high. They believe that adhering to collectivism means requiring individual interests to obey collective interests. Collectivist emotion is also unstable, easy to be affected by some external factors, showing the characteristics of fast change and poor stability. In addition, some college students have impure collectivism motives and utilitarian tendency. They participate in collective activities in line with the principle of obtaining more individual interests and rarely consider collective interests. When individual interests and collective interests conflict, they will not hesitate to choose individual interests first. In the collective communication, it is a "delicate egoist", while those who are useful to themselves actively communicate, and on the contrary, they are estranged. With the goal of maximizing personal interests, the collective members are very "tactful", attaches more importance to interests than justice, and does not pay attention to improving personal moral cultivation and collective consciousness.

2) The education content is not highly targeted. The collectivism education of college students is facing a complex situation at home and abroad. From abroad, the current world economy, politics, culture, socialist market economy is deeply affecting people's thoughts and behavior, the economic society is undergoing transition, various contradictions appear, impacting people's value judgment and value choices. Collectivist education should adjust the educational content in time according to

these new changes to enhance the pertinacity and timeliness of education. However, some colleges and universities have not changed due to the situation, and the educational content is outdated, lagging behind the development of the situation, and the actual students' thinking, the pertinence is not strong, unable to cause emotional resonance, and even make some students have resistance and reverse psychology.

3) The role of educational carriers is not fully played. College classroom, campus cultural activities and educational environment are all important carriers of collectivism education, and their functions have not been fully played. First of all, the role of classroom teaching carrier is not fully played. In terms of top-level teaching design, some colleges and universities attach great importance to professional teaching, skill practice and the development of students' professional ability, do not fully understand the importance of collectivism education, and do not pay attention to the cultivation of students' collective consciousness, responsibility consciousness and team spirit. For example, some colleges and universities attach more importance to professional education, skill training and employment rate than ideological and political education. They are not active in implementing the fundamental task of moral education, and fall into the misunderstanding of talent training, which runs counter to the requirements of talent training in the new era. Secondly, the carrier role of campus cultural activities is not fully played. Most colleges and universities will organize some campus cultural activities every year, but some colleges and universities are not clear about the educational goal of the activities, the position of the value of the activities is not clear, coupled with the lack of scientific guidance and guidance, so that the collectivism education effect of campus cultural activities only stays at a low level. Finally, the role of the campus environment carrier is not fully played. A good educational environment inside and outside the school can make college students be influenced by collectivism thought and enhance their collectivism emotion. However, the reality is that the campus, social and family educational environment carriers are deeply influenced by the market economy and bad social atmosphere, full of the market economy and the utilitarian atmosphere of education, which seriously eliminate the effect of collectivism education.

4) Imperfect educational incentive mechanism. Scientific and perfect educational incentive mechanism can mobilize the enthusiasm and initiative of college students to accept collectivism education. However, at present, the incentive mechanism of collectivism education in some colleges and universities is not perfect, and there is an incentive tendency to emphasize the individual and light the collective in the design concept. In practice, many rewards are set around individuals, while the collective and team rewards are less. If this goes on in a long run, students will inevitably mislead them to only value individual honor and individual reward, and do not pay attention to collective honor and collective reward, which is not conducive to students to develop the concept of collectivism. In addition, the incentive measures adopted do not fully respect the differences of college students, lack of pertinacity, and the incentive methods adopted are single, old and so on, which affect the enthusiasm of college students to participate in collective activities.

The collectivism education of college students is a complex and systematic project. In general, the collectivism education in colleges and universities has achieved great results. However, the above problems still exist in colleges and universities to varying degrees, which should be paid great attention to and deeply analyze the causes to lay a good foundation for the innovation of collectivism education.

3.2 Analysis of the causes of the problems existing in collectivism education among college students

The collectivism education of college students is faced with the challenge of many adverse factors, and the careful analysis and study of these factors is an important prerequisite to improve

the effectiveness of education.

1) Serious impact of the market economy. The market-oriented economic system reform has caused the deep changes in various fields of society, and people's ideas have also undergone great changes. In thought, we believe that the market economy has lost the realistic basis and objective rationality, in the behavior from the previous "something to find the collective" to "something to rely on themselves", and become people's behavior habits according to the "market rules". These profound changes in ideas and behaviors make social concepts more and more diversified. Collectivism in the dominant position is gradually becoming one of the diversified ideas. As a result, western social thoughts such as individualism continue to "conquer cities and gain land", and the position of collectivism is constantly lost. The impact of market economy on collectivism is reflected in colleges and universities, which is a chain reaction in the fields of ideology and morality, values, ideology and other fields of colleges and universities, and has a very negative impact on the collectivism education of college students. In addition, under the guidance of erroneous trends such as money worship and egoism, some people harm the interests of others, the collective and the state at the realization of personal interests. Affected by this, some college students are self-centered in everything, only consider personal interests and the realization of personal value in learning, employment and other issues, forget the collectivism requirements of serving the people and contributing to the society, and become utilitarian, vulgar and materialistic.

2) The impact of western social thoughts. Since the reform and opening up, globalization, historical nihilism, neoliberalism and other western social thoughts have been pouring into the country, continuing to penetrate the thoughts of Chinese people, and have a great negative impact on the collectivism education of college students. First, the trend of globalization weakens the national consciousness, patriotism and collectivism emotion of college students, causing some college students not to distinguish between right and wrong, blindly advocate the western political system and governance model, and shake the "four confidence" of socialism with Chinese characteristics. Second, neoliberalism advocates liberalization, privatization and marketization, denies public ownership, socialism and state intervention, and emphasizes the pursuit of personal interests to the maximum extent in market economic activities. Influenced by the neoliberal trend of thought, some college students embark on the road of extreme individualism, take the individual as the center, put their personal interests above the interests of the state and the collective, and almost completely lose the value position of collectivism. Three is historical nihilism in western "universal value" as the standard, to evaluate the history, distortion and negative "four", social influence, harm degree, cause some college students values, history distortion, national identity, national identity, political identity, lack of political belief, increase the difficulty of the collectivism education.

3) Challenges of the network virtual environment. The development of the Internet has expanded the channels, space and methods of collectivism education in colleges and universities, and makes collectivism education have stronger radiation, penetration and influence. However, the virtuality, abstraction and complexity of the Internet space also dissolve the recognition of college students to the traditional collective organization, and affect the formation of college students' collectivism emotion and concept. In addition, in recent years, western countries use the Internet to infiltrate college students ideologically, so that some college students are trapped in the western design of the "nipple music" strategy and can not extricate themselves, become vulgar, content with the status quo, do not want to make progress, discarding the lofty value pursuit of dedication for the country, the society, the collective and others. In addition, some capital under the control of network media error value orientation, make part of the college students entertainment first, blindly chasing entertainment stars, network V and all kinds of web celebrity, addicted to "circle", online games and vulgar short video, "entertainment to death" and unconsciously, for those who made outstanding contributions to the collective scientists, military and industry model turn a deaf ear, lost themselves in the network virtual world.

4) Restriction of college students' own problems. The market economy system, the western social trend of thought and the bad social atmosphere are the external causes affecting the collectivism education, while the college students as the educators are the internal causes, and their own deficiencies directly affect the effect of collectivism education. First, the one-sided ideological understanding. Due to the lack of rich social experience and the lack of mature ideological understanding, college students one-sided that adhering to collectivism is to give up personal interests, personal interests must be unconditionally subject to the collective interests, and have misunderstanding and resistance to collectivism. The second is the ego of the subject consciousness. The socialist market economic environment strengthens college students' competitive consciousness and subject consciousness. In study and work, they emphasize competition, light cooperation, individual interests and light collective interests, lack of cooperative spirit and the consciousness of serving others and the collective, dilute the collective concept, and pay too much attention to the realization of self-value. Third, the instability of personality shaping. College students are open, active and confident, have a strong sense of self-superiority, hope to be recognized and respected by others, and have a strong sense of independence and self-esteem. However, some college students have been spoiled since childhood, are accustomed to being self-centered, do not care about the collective, cannot withstand setbacks and failures, and their personality formation is easily affected by unstable factors, which increases the difficulty of collectivist education in colleges and universities.

4. Innovation and exploration of collectivism education for college students in the new era

"Strengthening the collectivism education of college students in the new era is not only a response to the needs of The Times, but also the need for the development of ideological and political education in colleges and universities."^[4]The collectivism education of college students in the new era must face various practical problems and constantly innovate the educational path of educational ideas, so as to achieve better educational results, so as to adapt to the new requirements of the new tasks of talent training in colleges and universities.

4.1 Innovate the cognitive path of collectivism education

Cognition is the forerunner of behavior. As the main body of collectivism education for college students, colleges and universities must innovate their thinking from the aspects of theory, practice and educational methods, so as to shoulder the main responsibility of collectivism education.

1) Improve the theoretical cognition of collectivism and enhance the theoretical confidence. The goal of collectivism education is to help college students establish collectivism belief and become new people of The Times with responsibility, responsibility and feelings. In order to realize this goal, colleges and universities must deepen the cognition of collectivism theory, enhance the theoretical confidence, and improve the consciousness and initiative of education."In exploring the innovation of the innovation of collectivism education, the collectivism morality should be promoted to the collectivism belief."^[5]One is to enhance the cognition of collectivism theory. In essence, collectivism thought is an important content of Marxist theory, which is integrated with socialism in meaning. It is the ideological guidance and institutional arrangement based on the public ownership of the means of production and realizing the common prosperity of all the people. It is the ideological consciousness of college students in the new era. Only by improving the grasp of the essence of collectivism theory in colleges and universities, can we deeply understand the necessity and importance of collectivism education. Second, to improve the cognition of collectivism practice. In the primary stage of socialism, the practicality of collectivism is more expressed in the advanced requirements of the practice of values and moral values. It is necessary

for colleges and universities to implement the practical requirements of collectivism into the vivid and rich social practice of college students in the new era, otherwise collectivism education will become empty theoretical preaching. Third, to improve the cognition of the priority of collectivism. Giving priority to collective and collective interests is the fundamental principle that collectivism upholds and distinguishes it from individualism. Collectivism has never denied individual interests. At the present stage, it emphasizes the collective respect for individuals and the reasonable concern for individual interests, nor does it deny the principle of collective priority."Under socialist conditions, collective interests represent the overall interests, long-term interests and overall interests of the society. Only when collective interests are fully realized can individual interests be truly guaranteed."^[6]

2) Improve the cognition of the ideological attribute of collectivism and enhance the practical consciousness. Only by recognizing the ideological attribute of collectivism can we enhance the sense of urgency and consciousness of practicing collectivism. One is to improve the cognition of the ideological attribute of collectivism. Collectivism is the guiding ideology and method of China's socialist politics, economy, culture and system construction. It has distinct socialist ideological attributes and has irreconcilable contradictions with the western individualism ideology. The collectivism education of college students must explain the ideological attributes clearly and thoroughly, and guide college students to use the collectivism theory to resist the infiltration of western ideology. Second, to improve the cognition of the collectivism ideology practice. Collectivist education in colleges and universities is an important part of ideological education, which is a serious political task related to the socialist direction of higher education in China. Collectivist education in colleges and universities is closely linked with the practice of socialist ideology, and colleges and universities should constantly enhance their ability to carry out ideological education. Third, to improve the cognition of the complexity of the ideological struggle. The current ideological struggle shows new characteristics and new trends such as enhanced concealment and generalization of the struggle field, which weakens the prevention awareness of college students to some extent. For example, ideological struggle is no longer based on direct political and ideological attacks, but focuses on the infiltration of values, historical and moral values. The main battlefield of struggle is also generalized from political and cultural fields to economy, trade, science and technology, ecology and other fields. Colleges and universities must fully recognize the complexity of the ideological struggle under the new situation, strengthen the collectivism education of college students, help students to keep a clear mind, firm political stand, and consciously resist the infiltration of western ideology.

3) Improve the cognition of collectivism education methods in colleges and universities, and improve the effectiveness of education. The collectivism education of college students in the new era should constantly innovate educational ways and methods with the development and change of The Times to improve the effectiveness of education. First, to improve the awareness of educational methods. We should adhere to the dialectical unity of collectivism education and moral education, adhere to the unity of the general laws and special laws of ideological and political education, pay attention to the summary and theoretical sublimation of the practical experience of collectivism education, enrich the theory of collectivism education, and promote the development and innovation of the collectivism education system. The second is to improve the cognition of educational channels. Ideological and political courses in colleges and universities are the basic way of collectivism education. We must rely on ideological and political courses to make college students accept systematic and complete collectivism education and establish collectivism belief. At the same time, we should strengthen the research and practice of the special regularity of collectivism education and innovate the educational way.

4.2 Innovate the path of collectivism emotion education

Cultivating collectivist emotion is the premise of guiding college students to establish collectivist values. Innovating the collectivism emotion education and enhancing the collectivism emotion of college students are the key links to achieve the goal of college collectivism education.

1) Improve the level of collectivism emotional education in colleges and universities. To carry out the collectivism emotion education, on the one hand, we should pay attention to improving the cognition level of the collectivism emotion. Colleges and universities should actively carry out the relevant theoretical research of emotion education, combine the obtained emotion education experience, constantly enrich the education theory and optimize the education system. On the other hand, educators should be good at transforming the cutting-edge theoretical research results into educational content, strengthen the construction of the curriculum system of collectivism emotion education, compile relevant teaching materials, and make the collectivism emotion education systematic and practical.

2) Give full play to the exemplary role of college educators. First of all, educators should demonstrate, themselves should have a strong emotional identity of collectivism, actively play a role in the collectivism emotional education activities, infect students with their true feelings, cause students' emotional resonance. Secondly, educators should educate people with emotion, give play to the positive role of emotional education, patiently and meticulously transfer emotion to students, so that students can gradually form collectivism emotional consciousness in tolerance, understanding and care. Thirdly, educators should be good at observation and empathy, analyze and understand the inner world and true feelings of college students, so that the collectivism emotion education has a definite goal, which is the necessary quality and ability of educators. Finally, the implementation of collectivism emotion education also requires educators to have a higher level and skills, be good at incorporating collectivism belief in emotion education, avoid empty theoretical preaching, flexibly and diverse abstract theoretical knowledge into concrete emotion, teaching in emotion and reach the heart.

3) Enhance the collectivism and emotional experience of college students. Organizing and carrying out collective activities is an important way to cultivate college students' collectivism emotion. At present, colleges and universities should focus on the following activities to enhance students' collectivism emotional experience: national flag raising ceremony, military training activities, college student sports meeting, visiting revolutionary memorial sites, labor education, etc. These activities have a distinct collectivism value orientation, which is conducive to college students to directly experience the collectivism emotion in the process of participation. At the same time, these collective activities are highly practical, with low implementation cost, a large number of people involved and good educational effect, which is an effective way to promote the emotional experience of college students.

4) Focus on the use of hidden emotional education methods. Recessive education is an effective way of collectivism emotion education, which is to organically integrate the educational content with students' thoughts, learning and life reality, hide the educational objectives, educational content and educational methods, and implement recessive educational activities, so that students can accept education unconsciously. Compared with the direct explicit education, recessive education can eliminate the rejection and rebellion of college students to collectivism emotional education to the greatest extent, adapt to the psychological characteristics of contemporary college students pursuing individuation, and help to improve the effectiveness of education.

4.3 Innovate the training path of collectivism behavior

The cultivation of college students' collectivism behavior in the new era is a process in which

universities guide college students to transform their collectivism emotions and will into daily behaviors and habits in a planned and purposeful way. Strengthening the construction of collective organization, carrying out collective activities, optimizing the evaluation system and strengthening the network guidance are all important ways to cultivate college students' collectivism behavior.

1) Strengthen organizational construction and build a diversified education platform. In addition to the dormitory, class, departments, schools and other traditional close the collective organization, and actively encourage students to form all levels of loose collective organizations, such as student associations, society, association is given priority to with individual interest or professional collective organization, strengthen the daily management of the loose organization and thought lead, build diversified collectivism behavior cultivation platform, strengthen the entity behavior of collectivism education function. In recent years, with the rapid development of network information technology, QQ group, WeChat group, BBS network virtual organization group began to become an important platform of college students' social communication and information exchange, colleges and universities should attach great importance to the collectivism behavior education of new platform of new areas, in-depth study on how to use the network virtual space to carry out collectivism behavior education, actively respond to new challenges.

2) Carry out collective activities and build various educational carriers. Regularly organize and carry out the universal and regular collective activities, and cultivate the college students' behavior habits of collectivism in the collective activities. First, the organization of the military training activities for students, so that college students can receive national defense education, enhance their collective consciousness, discipline consciousness and responsibility consciousness, and cultivate the consciousness of collectivism behavior. Second, the regular national flag raising ceremony, which is an effective way to carry out patriotism and collectivism education, and plays a positive role in the collectivism cognition, emotion, belief and behavior cultivation of college students. The third is to carry out labor education, bring the labor week into the teaching arrangement, as an important carrier of collectivism behavior education, and cultivate college students' sense of collectivism responsibility to serve others and contribute to the society. Fourth, hold the university sports meeting to enhance the collective sense of collective honor, team cohesion and unity and struggle spirit. Fifth, organize students to visit the red education base. The red revolutionary education base has a large number of high-quality materials of revolutionary collectivism education, and has the collectivism education function and effect that other collective activities do not have, which has outstanding value to the cultivation of college students' collectivism behavior.

3) Optimize the evaluation system and strengthen the collectivism orientation. New era of college students' collectivism education from the market economy, development transition, globalization, must establish a scientific evaluation system to support the complex environment of collectivism behavior choice, guide college students in "advocate what, against what, what" adhere to the collectivism stand, strengthen college students' collectivism behavior. By optimizing the behavior evaluation system, the collectivism, egoism, money worship and other thoughts and behaviors that violate the collectivism moral principles and harm the collective interests, so as to guide and strengthen the collectivism behavior habits of college students.

4) Attach importance to network guidance and expand the channels of education positions. The rapid development of the Internet brings new challenges to collectivism education in universities from the aspects of content, method and field. In the Internet environment, how to fight against the erroneous thoughts of neoliberalism, historical nihilism, individualism and other key issues such as guiding ideology, ideology, values and so, is the core task of collectivism education. First, colleges and universities should deeply study the laws of collectivism education under the Internet conditions, master the new educational methods and skills in the field of Internet education, take the initiative to occupy new positions, and meet the challenges brought by the Internet. Second, colleges and universities should attach great importance to the ideological struggle in the network

field and actively respond to the win and infiltration of western ideology. General Secretary He has pointed out: "The Internet is not outside the law. Using the Internet to advocate the overthrow of state power, instigating religious extremism, promoting ethnic separatism, and abetting violent and terrorist activities, etc. Such acts should be resolutely cracked down on and stopped." Nowadays, the Internet has become the main battlefield for colleges and universities to compete with the domestic and foreign hostile forces for college students. To give up the ideological education and guidance of college students in the field of the Internet is to give up the ideological guiding position of Marxism. Collectivist education in the network field is the core content of ideological education, and universities must attach great importance to it. Third, colleges and universities should improve the ability and level of network ideological and political education. Adapt to the network new form of ideological and political education characteristics, master the new technology new method of network education, actively build network ideological and political education discourse system, with a new attitude of new mode for college students' ideological education guidance, improve ideological and political education effect, for efficient college students' collectivism education lay the necessary ideological foundation.

5. Conclusions

As the youth of the new era, college students should shoulder the mission of youth and let them experience the significance of collectivism education in practice. Schools are the main battlefield for carrying out collectivism education for college students, so that the glory of collectivism can shine in every corner. The constantly optimized social environment will create a positive and healthy social environment for college students.

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