

# The Cultivation of Correct Values of College Students in the New Economic Environment

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**Abstract:** with the Rapid Development of Society and Economy, in This Fast-Paced Modern Life, If College Students Want to Cultivate Good Quality and Form Excellent Quality, They Must Cultivate Correct Values. Cultivating Correct Values is an Important Part of Entering the Social Tide But Not Being Impacted. Therefore, College Students Should Have Soft Power to Form Good Values While Learning Professional Courses to Ensure Their Own Excellent Technology. Values Are the Main Consciousness of the Formation of People's Ideology and Behavior, and the Criterion of Establishing Value Orientation. Therefore, It is Very Important for College Students to Establish Correct Values.

## 1. Introduction

Values Are People's Different Views on the Same Thing, Which Can Well Reflect a Person's Moral Cultivation and Learning Ability; Self-Restraint and Knowledgeable People's Own Outlook on Life, World Outlook and Values Are Definitely Relatively Excellent; Values Dominate People's Behavior, Different Values Have Different Responses to the Same Thing, So in the Increasingly Competitive Society We Need to Cultivate Correct Values If We Want to Achieve Outstanding Results[1]. This Paper Discusses the Necessity of Cultivating the Correct Values of College Students in the New Economic Environment, the Existing Problems At This Stage and How to Cultivate the Correct Values, So as to Help College Students Cultivate the Correct Values, Improve Their Quality and Contribute More to the Social Development.

## 2. The Necessity of Cultivating College Students' Values

### 2.1 Cultivating Correct Values is Beneficial to College Students' Mental Health

As the human resources of social development, college students are very valuable. Only by cultivating more college students with correct values can we increase more strength for the rejuvenation of the nation, the development of the society and the glory of the motherland[2]. With the development of society, today's college students have their own views on things, and many of them are only children. They have their own ideological world, and there is no lack of self-centered individualism, which leads to serious individualism tendency of their value orientation, no sense of collective honor, and no ability of unity and cooperation. College students are purposeful oriented, when their behavior does not achieve their desired results, there will be psychological imbalance. However, if these problems are not well channeled, they will have bad psychological problems. When it is serious, there will be personality defects or personality obstacles, which will make it difficult for students to cultivate high-quality talents, and also cause a series of social problems[3]. College Students' psychological failure to achieve effective counseling will not only affect their normal learning and mental health, but also threaten the normal order of the school. Therefore, it is the most important thing for the university to cultivate the correct values of college students. Under the guidance of the correct values, college students will constantly improve their quality, arm their spiritual world, and promote their continuous development.

## 2.2 Cultivating Correct Values is Conducive to the Formation of College Students' High Eq

Daniel Goleman, a professor of Harvard University in the United States, summed up EQ in five aspects. Some Chinese scholars added interest, motivation, will and other factors to improve the ability of Eq. he believed that EQ is the ability to grasp and recognize other people's emotions and deal with interpersonal relationships properly. Values are an important part of cultivating high Eq. students with high EQ generally have more opportunities than students with low Eq[4]. when choosing a job, they can correctly understand themselves and their abilities, and can match their interests, knowledge, specialties and abilities with the national employment policy. Through their own high EQ can observe the interviewer's question orientation, their answers are more brilliant, more likely to be favored by the interviewers, greatly improving the probability of successful application. The cultivation of correct values of college students plays an important role in the process of cultivating their own high Eq. only excellent values can control the continuous progress and improvement of thoughts.

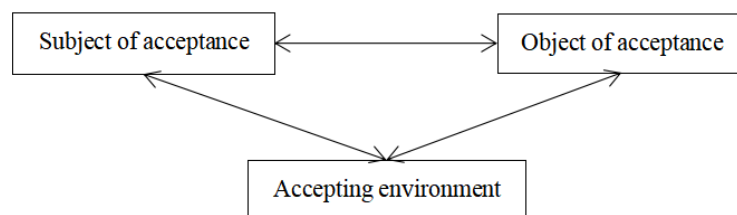


Fig.1 Basic Structure of College Students' Acceptance of the Subject of Vocational Values Education

## 3. Problems in College Students' Values

### 3.1 Various Values Coexist and Pursue the Development Trend of Fame and Wealth

In today's society, all kinds of values are presented one after another. In the face of all kinds of information, college students' choice of values presents a utilitarian trend. In the situation of globalization, traditional ideas collide with foreign ideas intensely, especially in today's Internet high-speed development society, the rapid spread of various information leads to more obvious utilitarianism of College Students' ideas and values. The university is a place with good campus environment and strong academic atmosphere, but now it is full of materialism, individualism and hedonism[5]. The collective consciousness is gradually weak, which makes students lack of ideals and beliefs and distorted values.

### 3.2 Rapid Development of Information Has Both Advantages and Disadvantages

The rapid development of information technology brings a lot of convenience to our life, but it is also a double-edged sword. It brings more positive energy information, more wealth opportunities, but also brings a lot of negative information, which is a challenge for college students whose values have not yet formed sound. The influence of all kinds of foreign thoughts also makes it difficult for college students to form correct values[6]. If they don't analyze the Western foreign thoughts, they will simply accept them and have an impact on their existing values. There are also some students with low willpower who are addicted to online games all day long, eroded by foreign bad ideas and abandoned their studies, so it is difficult to establish correct values.

### 3.3 Complex Social Environment, Some Negative Effects Are Not Conducive to the Formation of Correct Values of College Students.

Nowadays, college students are in an important stage of social development, and the influence of many ideas at home and abroad has brought some bad influence on the formation of correct values for college students[7]. College students receive ideological education mainly from counselors.

Some schools pay attention to ideological education, although they offer ideological education courses, most of them are in the form of elective courses, students can not carry out ideological education well. Therefore, counselors play a key role in this ideological education.

### **3.4 There is a Negative Impact on Public Opinion**

Cultural trend and social ethos can guide the public opinion, and the formation of this trend of thought also plays a guiding role in the formation of College Students' values. Nowadays, the mainstream social public opinion direction is good, which guides college students to form correct values. But it can not be denied that there are still some ideas that are not in line with the mainstream, such as in order to pursue money, want to become famous and make behavior that is not in line with social morality, and even harm social order. In order to pursue the exposure rate and audience rate, some media publicized the hedonism and violence events, which seriously affected the value judgment of some university students who were not firm in heart and adored the superficial vanity[8]. The sprout of correct values was killed, which made the contradiction between students' value orientation and cognition, which was not conducive to the formation of correct values.

University stage is the most important stage for a person to form values. In this stage, college students may have emotional instability and poor ability to distinguish different values. Because the psychology of college students is not mature, the amount of information received is relatively large, sometimes it may lead to adverse psychology[9]. When carrying out ideological and political education or class meeting education by counselors, students will feel that they are chanting scriptures and platitude again, and do not agree with this form, which leads to the inconspicuous effect of ideological education. In addition, a small number of college students have poor ability to distinguish thoughts, which is easily eroded by foreign bad thoughts, resulting in students' values can not form a scientific system, can not better control their own behavior.

## **4. Ways to Cultivate College Students' Values**

### **4.1 Building Campus Culture and Promoting the Formation and Development of College Students' Correct Values**

The formation of College Students' correct values is not only dependent on their own efforts and the influence of social environment, but also a long-term process. The campus is the most important place for college students to study and live, so colleges and universities should also provide more places for college students to form correct values, organize campus activities that students like, and guide students to practice. Through the activities to form a good environment, but also in the activities of education and fun, in the activities let students develop the ability of team cooperation and have a sense of collective honor, to promote the overall development of students' comprehensive quality. Carry out value evaluation activities. Several teams debate the hot issues in the society, say their own team's views, and finally comment on the views of the students. In this way, the teachers can conduct targeted teaching, and the students will listen to the teacher's judgment more carefully, which helps to form correct values. The school can also often organize some sports competitions. In this process, it can not only strengthen the physique of students, but also enhance the team cooperation ability among students, strengthen their sense of responsibility for the team, establish a good sense of competition, and help to form correct values and healthy personality.

### **4.2 Give Full Play to the Leading Role of Ideological and Political Education in the Formation of Values**

Comrade Deng Xiaoping once said: "whether a school can train qualified talents for socialist construction, cultivate all-round development of morality, intelligence and physique, and the key of educated workers with socialist consciousness is teachers." It is also often said that the near future is the near future, and the near future is the near future. A student who has a good value under the

influence of a counselor must have a deep influence and guidance on the formation of correct values for students. Therefore, while strengthening activities to cultivate students' values, the school should also cultivate teachers' values, conduct regular education and assessment, and constantly update and reform according to the changes of the situation, which is more conducive to students' absorption. In this way, the teacher's personality charm in speaking and dealing with things will also affect students, imperceptibly influencing middle school students and teachers to form the same values.

### **4.3 Strengthen the Study of Marxism**

The formation of correct values is inseparable from the support of ideals and beliefs. Strengthening the study of Marxist theory can speed up the process of the formation of values and further promote the process of Sinicization of Marxism. College students learn and understand these better, arm their minds with suitable thoughts, and will not be easily eroded by foreign thoughts, so as to strengthen the formation of their own values.

## **5. Conclusion**

As the backbone of social development and the country's prosperity, college students should form correct values, strengthen education guidance, improve teachers' teaching level, strive to improve the quality of education, and provide a good environment for college students to form correct values.

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