

# On the Cultivation of College Students' Core Values in Ideological and Political Education in Colleges and Universities

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**Keywords:** Ideological and political teaching, Core values, Utilitarian value orientation, Teaching quality.

**Abstract:** With the continuous development of market economy and science and technology, it has certain influence on the ideological concepts and values of contemporary college students. As an important period for the formation of university students' core values, during this stage, students' judgment ability and level of understanding are relatively low, and they are easily affected by external factors. Integrating the cultivation of core values into ideological and political education plays an important role in cultivating the core values of college students. Based on this, this paper analyzes the influencing factors of the cultivation of core values of college students, and then proposes the cultivation path of college students' core values in ideological and political teaching.

## 1. Research background

### 1.1 Literature review

College ideological and political education plays a vital role in the cultivation of college students' core values. Chinese scholars have conducted a lot of research on the cultivation strategies of college students' core values, and now they have formed a large amount of literature. Tang Shizhen believes that the university period is an important period for the core of college students and the shaping of values. The combination of the cultivation of core values of college students in the process of ideological and political courses has an important role in promoting the cultivation of core values of college students (Tang, 2015). Li Ruyong pointed out that the combination of ideological and political education and core values training education at the university level is an important guarantee for college students to form a correct world outlook, outlook on life and values, and promotes the efficiency of ideological and political education for college students and the realization of ideological and political teaching goals. Role (Li, 2017). Xue Jingjing pointed out that the characteristics of college students' ideological and political education under the background of new situation pointed out that with the change of social progress and teaching environment, the reform and innovation of college students' ideological and political teaching mode is an inevitable trend to meet the needs of the times. Therefore, in the process of college students' ideological and political education, the cultivation of core values should be put in the first place (Xue, 2017). Liu Zhaoying believes that the progress of the country comes from the support of strong talents. As a reserve force of social talents, college students must establish correct values in order to play their due role in socialist construction. The cultivation of college students' core values plays an important role in improving students' comprehensive quality and ability (Liu, 2017). Zhang Wenqin pointed out that in the process of ideological and political education in colleges and universities, in order to improve the efficiency of the cultivation of core values of college students, it is necessary to understand the deeper meaning of core values, and to grasp the specific reasons and manifestations of the lack of core values of college students. In order to effectively improve the teaching effect and teaching quality in the process of ideological and political education, students can establish correct core values (Zhang, 2017).

### 1.2 Purpose of research

With the continuous development and changes of the society, people's lifestyles and concepts

have undergone great changes. Under the new situation, people's ideas have also been affected by various aspects. As a talent reserve center for national development, colleges and universities must not only cultivate professional talents that meet the needs of social development, but also cultivate comprehensive talents with both ability and political integrity (Han, 2018). Therefore, the cultivation and shaping of college students' core values in the ideological and political teaching of colleges and universities is very important. As an important period for the formation of university students' core values, the university stage will encounter various influences of various values and various choices of thoughts, and it is extremely prone to various confusions and doubts when encountering difficulties. Therefore, in the context of the new situation, colleges and universities must pay enough attention to the cultivation and shaping of the core values of college students in the process of college students' education, especially in ideological and political education, and guide them to form correct values.

## **2. Factors affecting the cultivation of college students' core values**

### **2.1 The teaching quality and level of ideological and political teachers in colleges and universities**

The important place and link in the formation of the core values of college students lies in the curriculum of ideological and political education. In the process of ideological and political classroom teaching in colleges and universities, there are many factors that affect the cultivation of college students' core values. Among them, the quality and level of ideological and political teachers will directly influence the effect of ideological and political education and the formation of students' core values (Li, 2017). Therefore, in the process of ideological and political classroom teaching, teachers have excellent comprehensive quality and teaching level in the two-way communication and interaction, which can lay the foundation for cultivating students' core values. From the teacher's point of view, in the classroom teaching, we should also play our own exemplary role, to teach, to let students respect and admire the teacher from the bottom of their hearts, which also contributes to the value education of teachers, and the acceptance of students is more high.

### **2.2 The utilitarian value orientation of college students**

With the continuous development of China's market economy, a utilitarian value orientation has gradually formed in the society, which has a certain influence on the formation of university students' core values. At the same time, some colleges and universities in the education process emphasize the degree of learning of students' professional knowledge and skills, ignoring the cultivation of students' ideological and moral status and core values (Xie, 2017). Under the influence of this concept of teaching, ideological and political education in colleges and universities is only a form of educational activities in colleges and universities, and it does not fully play the true role of ideological and political education. Students also do not pay attention to the importance of establishing their own core values, but instead put more energy and time into the process of learning and employment. Seeking personal interests has become the mainstream trend of college students' values. This kind of value is not wrong to a certain extent, but if too much attention is paid to the value orientation of utilitarianism, it will lead to the misplacement of the values of college students.

### **2.3 Cured teaching concept model**

In order to improve the efficiency of the cultivation of students' core values, it is necessary to continuously improve the timeliness of classroom teaching in the process of ideological and political teaching. To improve the timeliness of classroom teaching, we should start from the perspective of teachers and students. This will not only increase the interaction effect in the classroom, but also improve the teaching efficiency and achieve the growth between the two parties. However, at present, the ideological and political classroom teaching methods in colleges and universities still adopt the traditional teaching mode and concept. This solidified teaching classroom

form largely affects the teacher's lecture effect and the students' learning outcomes. In this teaching mode, the teacher is the main body in the teaching process. The students only passively accept the knowledge, so that the core values perceived by the students are very strong, which greatly affects the acceptance of the students.

### **3. The cultivation of college students' core values in ideological and political education in colleges and universities**

#### **3.1 Improve the quality of ideological and political teachers**

The effect of ideological and political teaching in colleges and universities depends to a large extent on the quality and level of ideological and political teachers in colleges and universities. The ideological and political teachers' understanding and practice of core values are the best example demonstrations in the educational process. Therefore, the success of college students' core values education is closely related to the level and quality of teachers. Strengthening the quality construction of the ideological and political teachers team is a long and systematic project. It is necessary not only to strengthen the training of ideological and political teachers' professional quality and level, but also to pay attention to the evaluation of the individual core values of ideological and political teachers. The political and ideological quality of teachers is the most basic requirement of ideological and political teachers. Only by deeply understanding and practicing the core values of socialism can ideological and political teachers correctly lead the formation of students' core values in the teaching process. Therefore, only by comprehensively improving the overall quality and level of ideological and political teachers can we ensure that college students establish correct core values in the process of ideological and political education.

#### **3.2 Building a sound ideological and political education system**

The cultivation of students' core values is directly reflected in the ideological and political education curriculum system. The main purpose of the ideological and political curriculum and the core values should be unified. This requires universities to organically integrate the education and training content of core values in the process of ideological and political teaching, so as to construct a sound ideological and political education system. Therefore, in the process of ideological and political education, we should fully explore the content related to core values, optimize and reorganize the content and form of traditional ideological and political teaching, and infiltrate the educational content of core values into every aspect of ideological and political curriculum teaching. Fully integrate the socialist core values and themes in the ideological and political teaching content, insert the Chinese people's humanistic spirit and the spirit of the times into the corresponding links and contents of ideological and political education, and encourage college students to establish more ambitious ideals and ambitions. Practice the core values of socialism.

#### **3.3 Transforming teaching concepts and methods**

To break through the shackles of traditional ideological and political teaching concepts and models, we must actively change the teaching concept and find a teaching model that is in line with the times and social development. Actively adopting the teaching method of dialogue teaching plays an important role in promoting the cultivation of college students' core values. This requires ideological and political teachers to carry out ideological and political content and core values education in an equal dialogue. Under this mode of teaching, ideological and political teachers should use interactive teaching as the basic education method of core values education. On the basis of fully respecting the students' actual needs, they will influence students in a subtle way with friend-style interaction and discussion. Instilling education. Ideological and political teachers should stimulate students' enthusiasm and autonomy in learning through the creation of a democratic and harmonious teaching atmosphere in the teaching process. At the same time, flexible teaching methods are used to enrich teaching content and activities, such as impromptu speech activities, topical discussion activities, and situational experience interactions with core values as the theme to

enhance students' learning efficiency. The ideological and political teaching activities cultivate the core values of college students in the form of equal interaction and dialogue, and then enable college students to form correct socialist core values.

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