

Analysis of the Cultivation of College Students' Socialist Mainstream Culture Based on Cultural Identity

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Abstract: Cultural identity is the humanity's tendency to recognize culture and the sense of belonging of members of society to specific groups of culture. Through combing the connotation of college students' cultural identity, the status quo of college students' cultural identity recognition, and the college students' cultural identity guidance strategy, this paper analyzes the achievements and shortcomings of college students' cultural identity research, and puts forward some thoughts on the research horizon of college students' cultural identity in order to provide a useful reference for improving the effectiveness and pertinence of the cultivation of college students' cultural identity.

1. Introduction

The reason why people call "people" means that people not only have the physical existence like ordinary animals, but also people have their own unique characteristics, that is, spiritual existence. It is also the spiritual existence of human beings that highlights the value and significance of human existence as a class and individual existence. In the spiritual existence of mankind, mainstream ideology occupies an important position. While mainstream ideology in China provides legitimacy support for the socialist system with Chinese characteristics, it also builds spiritual homes for people. In the new era, as the main builders and successors of China's modernization construction, whether college students agree with China's mainstream ideology is whether the country is prosperous and whether college students grow up healthily. Based on this, the study of strengthening the mainstream ideological identity of college students is the meaning of ideological and political educators.

Culture is the blood of the nation and the spiritual home of the people. The current world pattern has undergone extensive and profound changes. Cultural development has shown the characteristics of exchanges and exchanges. The new characteristics of cultural development have brought opportunities and challenges to the cultural identity of college students. Strengthening the cultural identity of college students helps to enhance the recognition of the national spirit of college students, and is an important supporting force for cultivating qualified socialist builders and reliable successors with Chinese characteristics. Through the comprehensive induction of college students' cultural identity connotation, cultural identity and the cultivation of college students' national spirit, cultural identity and campus culture construction, and college students' cultural identity, this paper makes a limited reflection on the current status of college students' cultural identity research. This paper provides some new perspectives for improving the cultural identity of college students.

2. Research on the Connotation of Cultural Identity

At present, the academic community generally believes that cultural identity is the common understanding of culture and the sincere belief, spiritual pursuit and value consensus of members of certain society on specific society and national culture. For a particular nation, cultural identity is expressed in the value recognition and spiritual belonging of members of society for a particular culture, and is the recognition and practice of values. The cultural identity is rich in content. It involves cultural forms and value forms, cultural development and cultural changes, cultural conflicts and cultural adjustments, cultural acquisition and cultural cultivation, cultural

self-confidence and cultural self-consciousness. To deeply understand the connotation of cultural identity, grasp the development law of college students' cultural identity, and explore the guiding strategy of college students' cultural identity, we must grasp the concept of cultural identity, the structure of cultural identity, and the function of cultural identity.

Culture is a valuable existence and an important source of people's value orientation. The function of cultural identity is to enhance the cohesiveness and soft power of specific social and national cultures, and to enhance cultural consciousness and cultural self-confidence. For the study of cultural identity function, there are mainly the following aspects: The basic value orientation in the second; cultural identity is the cohesive force of the formation, existence and development of the nation; third, cultural identity is the glue of the cultural group." Zhao Feng pointed out that "the reconstruction of cultural identity means the cultural community to the world and the self. The redefinition means the reorientation of the development strategy of the cultural community. The modern rejuvenation of the Chinese nation includes two different identifications of identity recognition and national identity. "The second is the "political theory" of cultural identity, mainly representing Qin. Professor Xuan Xuan pointed out that "we should focus on strengthening the construction of Marxist learning-oriented political parties, establish correct ideals and beliefs and firm political beliefs, continuously improve the ability to govern and the level of governance, form the identity of values, and safeguard the current thinking. The harmony and stability of ideology; the third is the cultural identity. The main representative is Deng Zhiwen, etc. He believes that "reasonable cultural identity should be based on personality development and perfection. From the perspective of ought to be, the ultimate value appeal of cultural identity is the freedom of human beings and human beings. And soundness is the true embodiment of freedom. Jiang Hua believes that the purpose of cultural identity lies in "cultivating people who recognize socialist culture, affirm socialist core values, and shape and defend the existence and development of socialist culture."

3. The Research on the Status Quo of College Students' Cultural Identity

Theoretical research always uses practical application as a logical starting point. From the perspective of cultural identity, the cultural identity of college students contains four levels of requirements, namely, the recognition of college students for socialist culture with Chinese characteristics, the recognition of college students for the excellent traditional culture of the Chinese nation, the recognition of college students for Western culture, and the like. College students shoulder the important mission of revitalizing the national cause and promoting the development of socialism with Chinese characteristics in the right direction. Improving the cultural identity of college students has also become an important part of enhancing college students' national pride and strengthening college students' national self-confidence and cultural self-confidence. Through the combing of the research results of college students' cultural identity in recent years, it can be seen that the care theory of college students' cultural identity is still very important, and the scientific achievements and problems of college students' cultural identity have been scientifically summarized and studied.

The culture of socialism with Chinese characteristics represents the direction of China's development and progress. It is the dominant ideology of China at present. It is mainly represented by the theoretical achievements of Marxism and the sinicization of Marxism. The recognition of college students' socialist culture with Chinese characteristics can be the overall reflection of the spiritual outlook and value orientation of college students. From the current academic research on the mainstream cultural identity of college students, we can find that the recognition of mainstream culture by college students tends to be weak. Fan Juan believes that the cultural value orientation of the new generation of college students has the "mainstream ideological identity weakening, lack of faith; the subversion of mainstream values and the embryonic form of the new generation values (self-interest view, extensive consumption view, casual view of marriage and love, changeable In the orientation of cultural behavior, it is manifested in the pursuit of Western lifestyle and the enthusiasm for the literary and pragmatic literature of traditional literature and art."

National culture is an effective witness to a country's development process. Strengthening college students' recognition of national culture can effectively maintain the security of social ideology, enhance students' emotions towards national culture, and strengthen the psychological attribution of college students to national culture. However, with the influence of economic globalization, cultural diversity and value diversification, the recognition of national culture by college students shows the characteristics of breakage and decomposition in the torrent of the times, which makes the students lack the recognition of the excellent traditional culture of the Chinese nation. The Department of Health believes that the current national cultural identity of college students has the problem of "the lack of national traditional culture, the lack of cognition of traditional national culture, and blindly advocating Western culture"; Tang Xiaoyan believes that the status of Chinese national cultural identity of college students is worrying, the main performance In the "poor knowledge of college students' traditional culture, the national traditional virtues of college students are weak, and the aesthetic views of college students' national culture are biased"; Fan Juan believes that the cultural value orientation of the new generation of college students has "the decline of national traditional culture, the strengthening of Western cultural models", etc. The different degrees of national cultural identity reflect the different attitudes of college students towards national culture, reflecting that college students' recognition of national culture is relatively general.

Culture is both national and world. Especially since the reform and opening up, the process of globalization has accelerated rapidly. The integration of Chinese and Western culture has been continuously improved. The one-way alienation of Chinese and Western culture has gradually shifted to comprehensive innovation, represented by Nietzsche and Freud. The modern Western philosophers and psychologists once became the object of college students' worship, which caused the blind obedience of college students to Western culture. Wei Minmin believes that "the current stage of college students' respect for Western festivals is far higher than that of traditional Chinese festivals, blindly worshipping foreign countries. The star, but did not understand the national heroes of our country, did not completely read the four famous books of our country. Some college students have weak patriotism, national self-respect, lack of self-confidence and pride, and the national belongings are seriously weakened. This shows that college students are in culture. The world wave did not find a correct cultural position, blindly worshipped Western culture, and lost the uniqueness of its own culture.

4. Path Exploration of College Students' Mainstream Ideology Identity in the New Period

College students' high recognition of mainstream ideology is a major and systematic project, which requires us to start from various aspects to effectively strengthen the identity of the mainstream ideology of college students. Here, we focus on the following aspects to explain and offer.

The law of college students' recognition of mainstream ideology reveals the internal mechanism of college students' cognition and recognition of mainstream ideology. It plays a very important guiding role for the specific ideology identification of college students. Therefore, it is necessary to first Research on the mainstream identity ideology. This is mainly reflected in the following aspects: First, to strengthen the study of the general law of college students' recognition of mainstream ideology. The general rules of college students' recognition of mainstream ideology include internal law and external law. The so-called intrinsic law refers to the way in which college students consciously identify with mainstream ideology. This internal law is mainly composed of three parts: "intrinsic power", "selection mechanism" and "regulation mechanism". Therefore, the internal motivation mainly refers to the satisfaction of the specific needs of college students. In other words, whether the mainstream ideology can be recognized by college students depends mainly on whether it can truly meet the legitimate needs of college students. This requires mainstream ideology to be consistent with the legitimate interests and behavioral expectations pursued by college students. The so-called selection mechanism means that college students' cognition and recognition of the formation of mainstream ideology is not mechanically passive, but judges and chooses according to

their own life experience and knowledge structure. This means that the mainstream ideology adapts the content and form to the college students according to the characteristics of today's college students, thus maximizing the fit with the life experience and knowledge schema of college students. The so-called adjustment mechanism means that college students' cognitive identity to ideology will be influenced by individual emotions and wills. This requires that the college students' emotions and will must be cultivated in order to make them gradually stable and mature, and finally lay a solid psychological foundation for the mainstream ideological identity of college students. It should be noted that China is in a period of social transformation, so it is necessary to use a combination of internal and external mechanisms to strengthen the positive recognition of college students' mainstream ideology. Second, grasp and explore the special laws of college students' recognition of mainstream ideology. This requires us to study the students of different nationalities, regions, genders and disciplines, thus revealing their particularity of mainstream ideology, so as to better guide college students to identify with mainstream ideology.

From the perspective of Marxist institutional philosophy, a particular system, as a result of human creation, has a very significant impact on human thought and behavior. A good system can make people think positively, while a bad one can make a positive person fall into a backward person. Therefore, optimizing China's various systems can play a very positive role in the mainstream ideology identification of college students. Specifically, the leadership should earnestly strengthen the construction and optimization of various socialist systems, and effectively bring out the superiority of the socialist system, so that college students can further feel proud of being a member of socialism.

Enriching the content of mainstream ideology and then enhancing the recognition of college students. The recognition of mainstream ideology by college students means that mainstream ideology needs to truly play the guiding and constructive function of college students' spirit. The premise that this guiding and constructing function really works is to get the understanding and support of college students. To get the support of college students, it means that mainstream ideology must abandon those concepts and consciousness that are contrary to the development of the times, and must enrich their content and system according to the development of the times.

5. Conclusion

China's mainstream ideology is a socialist ideology guided by Marxism. While providing legitimacy support to China's socialist system, it also builds a spiritual home for the public. As the successor of modern construction in China and the backbone of the realization of the "Chinese Dream", it is necessary for college students to highly agree with China's mainstream ideology. However, due to the rapid transformation of our society, various complicated situations are bound to hinder and negatively affect the mainstream ideology of college students. Based on the analysis of the mainstream ideological identity value of college students, this paper analyzes the main dilemmas, causes and countermeasures of mainstream ideological identity of college students in the period of social transformation, in order to implement the mainstream ideological identity project of college students.

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