

# Research on the Challenges and Countermeasures Facing the Cultivation of Contemporary College Students' Values from the Perspective of Network Catchwords

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## Abstract

Network buzzwords reflect the value orientation of contemporary college students, but also can imperceptibly influence the student group, and have an important impact on their values. Live as the trill, VLOG, since the rapid development of media platforms, such as network catchword emotional catharsis, entertain and personality show, are endowed with personality of emotional network buzzwords, vulnerable to the mainstream values in the process of communication is to deconstruct and even subversion, thus brings to the values of contemporary college students cultivate the severe challenges. In this regard, we should fully grasp the characteristics of The Times of network buzzwords, strengthen their positive effects, eliminate negative effects, integrate network buzzwords into the cultivation of values, realize the collision and communication between network buzzwords and mainstream values, and then guide college students to shape the correct values.

## Keywords

Network Buzzwords; College Students; Values; Challenges; Countermeasures.

## 1. Introduction

"If you can't get over the Internet, you can't get over the long-term rule." The holding of the value of [1] is one of the key factors for our party's long-term ruling, the socialist core values guide students to do via the Internet firm believers, active communicator, model practitioners, the network buzzwords as a microcosm of the age of the Internet language symbols and values, has produced significant effect on college students' values education. How to grasp the influence of network buzzwords on the value orientation of college students dynamically in different periods, combine with the characteristics of contemporary college students, and guide college students by rational use of network buzzwords resources is of great significance to the cultivation of college students' values.

## 2. The Relationship between Network Buzzwords and College Students' Values

Generally speaking, network buzzwords are the widely popular language on the Internet. They imply a strong value orientation, are accepted by the majority of people who use the Internet, and are widely used in reality.

Network buzzwords can exert a subtle influence on college students' values. Sukhomlinski once said that "the ideological education received by students on their way to school and home alone is much more intense and distinct than the education received in a few hours in school" [2]. For college students, their way to school after study should be a considerable part of the Internet. According to relevant studies, The average time of college students using the Internet has reached more than 5 hours a day, and they have a strong dependence on mobile phones and

other network tools. The network is different from the real communication, which is mainly based on text and image communication. Network buzzwords are not only used as interpersonal communication tools, but also used as symbolic cultural carriers to convey values. In the process of using network language to express opinions and demonstrate individuality, young college students also search for value identification in other people's language expressions, which will be translated into practical actions in real life after resonance. The influence of network buzzwords has both positive and negative effects. For young college students whose ideas are still immature, network buzzwords are like a double-edged sword, constantly guiding students' value identification and value orientation.

### **3. The Challenge of Cultivating College Students' Core Values from the Perspective of Network Buzzwords**

The current value education is "conscious", which is three-dimensional and systematic condensed according to the needs of social and economic development and individual development. The values presented by network buzzwords are "spontaneous". Although they are recognized by the netizens, they are more likely to reflect the individual's psychology, thoughts and values in a certain aspect. These network buzzwords are dotted and scattered. Current values education framework system is based on the socialist core values as the center to establish [3], "thought morals tutelage and legal foundation", "introduction to MAO zedong thought and theory system of socialism with Chinese characteristics, such as theory class teaching material, as well as the daily ideological and political education of the theme class meeting, counselors talk talk, campus culture construction, etc., Both are directly or indirectly centered on socialist core values to carry out value education. The value of network catchword is fragmented, in recent years, the world so big, I want to see, small target, put on more steam rolled up his sleeves, poles, friendship boat, baby, blue thin xianggu mushroom, the network buzzwords, all is paid close attention to by netizens in its inner attitude, big to the affairs of state, small to personal feelings, It involves many aspects of social life, but only makes a summary of the fragmented catchwords. The emergence of network buzzwords is a mass release that conforms to the individual psychology of netizens and directly or indirectly expresses a certain value concept. As the network buzzwords gradually become an important resource for the cultivation of values, the framework system for the cultivation of values is also being reconstructed and developed.

### **4. Strategies for Cultivating College Students' Values from the Perspective of Network Buzzwords**

To some extent, network buzzwords have become the "national wind" of the new era, and there has been a history of "preventing the mouth of the people more than preventing the river". The way to rely on "blocking" is not in line with the development of The Times. And should be the discourse system of socialist core values, through the way of the network, to use negative, one-sided network buzzwords space, let the students in the value of contrast, in the heart of the osmosis of socialist core values internalized in heart, automatic instead of the negative, partial values, negative energy network buzzwords in the network market a natural death.

Mainstream values education needs to vigorously expand the network position, through the network, popular. "People's free all-round development" and "free people" is the essence of marxism, 24 core values is the embodiment of the essence of marxism, also accord with the requirement in today's economic and social development and human development, compliance with this logic, the socialist core values should naturally become buzzwords, deeply rooted in the hearts of the people is the natural thing, but the reality is not the same, Compared with the

network buzzwords, their popularity is still far away. The key lies in that they are not close to students' study and life, and they have not found a coincidence point between students' study and life and socialist core values. We should fully explore the educational advantages of the hot words in the network, understand the language expression patterns that college students like to see, and grasp the important meanings expressed by the hot words in college students. So popular expressions through the network transmission important connotation of socialist core values, educators should not only through the education textbook, to spread and cultivate the socialist core values, and what should be with the students attention, to "make a sentence", need some can combine learning to live with the core values of "texts", The spiritual connotation of socialist core values can be transformed into hot statements on the network. Through extensive publicity on network platforms, campus sculptures and street banners, it can be resonated by the majority of students to realize their value identification. Moreover, it can be transmitted through the point and surface radiation among students for a second time and influence students imperceptively. Educators should not be influenced by the popular words spontaneously formed by the network, but should take the initiative to create, or even create popular words related to the core socialist values, so that the "words", "sentences", "jokes" that reflect the concept of the core socialist values can become popular.

## References

- [1] Du Shangze. Xi Jinping stressed at the symposium on the work of the Party's news and public opinion: adhere to the right direction, innovate methods and means to improve the communication and guidance of news and public opinion. People's Daily [N]. February 20, 2016.
- [2] Sukhomlinsky. The Art of Education [M]. Changsha: Hunan Education Press, 1983, P103.
- [3] Selected Works of Marx and Engels Volume 1 [M]. People's Publishing House, 1996, page 92.