

# Research on the Connotation, Characteristics and Structures of the Sense of Gain in Ideological and Political Education for University Students

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## Abstract

The sense of gain in ideological and political education for university students refers to the gain of university students in the process of receiving ideological and political education or after the act of ideological and political education, and the satisfaction of their needs in material, spiritual and behavioral aspects, which leads to the subjective positive psychological experience and the objective psychological state formed on this basis. The sense of gain in ideological and political education for university students has the characteristics of initiative, individuality, positivity and continuity. And its structures include material gain, spiritual gain and behavior gain.

## Keywords

University Students; Ideological and Political Education; Sense of Gain.

## 1. Introduction

In February 2015, General Secretary Xi Jinping took the lead in putting forward the concept of "sense of gain", pointing out that "the gold content of the reform program shall be fully demonstrated, so that the people will have more sense of gain". [1] When reflected in the field of ideological and political education for university students, it means to let university students have more "sense of gain". "Sense of gain" is of great significance to the ideological and political education for university students, which is not only a measuring standard of the quality and effectiveness of ideological and political education for university students, but also a value and goal orientation, which drives the ideological and political education for university students to develop in both depth and breadth. Therefore, it is necessary to conduct a comprehensive discussion on the connotation, characteristics and structure of the sense of gain in ideological and political education for university students.

## 2. Connotation of Sense of Gain in Ideological and Political Education for University Students

The term "sense of gain" was first proposed by General Secretary Xi Jinping at the 10th meeting of the Central Leading Group for Comprehensively Deepening Reform on Feb. 27, 2015. The term "sense of gain" has rapidly become popular on the Internet because it meets the expectations of the people for a better life, and has gradually been applied to various fields such as politics, economy, culture, society and education, and has gradually become an important indicator for measuring various tasks. At the end of 2015, "sense of gain" was selected as one of the top ten buzzwords by "Yao Wen Jiao Zi". And in May 2016, it was noted as one of the top ten new words by "Report on the State of Language Life in China (2016)".

The original meaning of "sense of gain" refers to the feeling of satisfaction after obtaining certain benefits. [2] The sense of gain in ideological and political education refers to the

continuous and positive subjective feelings of participants in the process of participating in ideological and political education due to the practical satisfaction of certain needs. The sense of gain in ideological and political education for university students refers to the objective psychological state formed on the basis of the subjective positive psychological experience resulting from the satisfaction of the material, spiritual and behavioral needs of university students in the process of receiving ideological and political education or after the completion of ideological and political education behaviors.

### **3. Characteristics of Sense of Gain in Ideological and Political Education for University Students**

#### **3.1. Initiative**

Karl Marx pointed out in "Economic and Philosophical Manuscripts of 1844": "The species characteristic of human is precisely the conscious activity of freedom". Human's subjective initiative is unique to human beings, and this subjective initiative is people's activities and unique ability to understand the world and transform the world. As the object of ideological and political education, university students are people with thoughts, emotions and emotions. Therefore, the initiative of university students must be fully reflected in the process of generating the sense of gain in ideological and political education. Because the sense of gain in ideological and political education must be based on the students' own needs and psychological expectations, and actively obtain them through their internal drive, and then exert their own subjective initiative to transform this spiritual interest into a subjective will that can be used to guide practice for one's own needs.

#### **3.2. Individuality**

The needs of university students themselves are the basis and premise for the realization of sense of gain in ideological and political education for university students. If the needs of university students are not the same, then the sense of gain will naturally be different. At the same time, due to the individual differences of university students in terms of their own life experience, perception ability, cognitive level, way of thinking and acceptance, the subjective feelings obtained for the same educational content will inevitably show obvious individualized and diversified characteristics, and there are certain differences in the time and degree of the formation of this "sense of gain".

#### **3.3. Positivity**

As a kind of emotional experience, university students' sense of gain in ideological and political education is generated by examining and measuring the matching degree between their actual spiritual benefits and psychological expectations during and after the ideological and political education activities. This kind of emotional experience is positive, so it can have a positive and positive guiding effect on the behavior of university students. [3] The spiritual interests obtained by university students in ideological and political education activities should be interests that integrate value and truth, and include a variety of rational consciousness. So as to ensure that they can provide university students with a steady stream of positive power sources, and promote the health of university students, improve the literacy and quality of university students in all aspects.

#### **3.4. Continuity**

Continuity is mainly reflected in the time dimension, and runs through the whole process of this ideological and political education activity. On the one hand, since the generation and acquisition of the sense of gain is ongoing at every stage and every link of the ideological and political education activities of university students, its educational influence must be complete

and continuous. On the other hand, university students' sense of gain occurs with the beginning of ideological and political education activities, but it does not end immediately with the end of ideological and political education activities. It can continue from the beginning of activities to the future, and it gradually evolves from the short-term emotional level to the long-term will level, and affects the ideological concepts and value judgments of university students, which is conducive to the cultivation of their moral sentiment and ideological character.

## 4. Structures of Sense of Gain in Ideological and Political Education for University Students

### 4.1. Material Gain

The sense of material gain is the psychological state generated by university students to meet their own physiological needs through ideological and political education activities. From the perspective of Maslow's Hierarchy of Needs theory, people can obtain other senses of gain only after they first satisfy their own physiological needs, pursue material interests necessary for survival, and then obtain the sense of material gain. As a scientific theory, ideological and political education emphasizes the realistic needs of respecting people, understanding people and helping people, so it also recognizes and supports people's pursuit of this kind of interests. University students' satisfaction of the physiological needs and the acquisition of survival skills are not innate, but require university students to perceive, recognize, understand and master the educational content that conforms to moral norms and legal systems through ideological and political education activities. Then acquire the basic skills necessary to be a social person, in order to ensure the material benefits that can meet their own physiological needs.

### 4.2. Spiritual Gain

The sense of spiritual gain is a psychological state generated when university students obtain the satisfaction of spiritual needs through ideological and political education activities, and then obtain the meaning of life. The main goal of ideological and political education for university students is to improve students' ideological and moral quality, and to shape students' worldview, outlook on life and values. These formed concepts are an important part of the spiritual world of university students. University students are socialized people, and their social nature determines that university students have not only the satisfaction of the material world, but also the needs of the spiritual world.

### 4.3. Behavior Gain

Behavioral gain is a state of psychological satisfaction generated by university students through ideological and political education activities due to changes in behavior.[4] Behavior is the external manifestation of ideological and moral cultivation. It is not only the most obvious content of university students' ideological and political education, but also an important symbol for evaluating the effectiveness of ideological and political education. As a conscious and unconscious way of behavior, the sense of behavioral gain can make university students reflect on people and things other than themselves toward the requirements of ideological and political education in practice. The sense of behavioral gain is generated by the sense of spiritual gain. Actual behavior is the external manifestation of university students' ideology, that is, the coherence and unity of what does he think and does what he tries.

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